



## Forrester Welcomes Mack Brothers as Chief Consulting Officer

May 19, 2016

CAMBRIDGE, Mass.--(BUSINESS WIRE)--May 19, 2016-- Forrester (NASDAQ: FORR) today announced the hiring of Mack Brothers as chief consulting officer, who will lead and expand Forrester's global consulting practice. With nearly 30 years of consulting leadership, business development and product management experience, Brothers has a proven track record of success in driving collaboration between consulting and syndicated research businesses and brings much value to the research and advisory firm.

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"We're thrilled to have Mack on board at Forrester to accelerate our consulting practice," George Colony, CEO of Forrester, said. "Not only is he a proven business and people leader; Mack exemplifies Forrester's customer-obsessed culture. He will strengthen our consulting business, which is focused on developing and delivering customer-obsessed strategies that drive growth."

"We live in a world where businesses must think with a customer-first mindset -- as empowered customers enabled by technology are shifting the traditional business model," Mack Brothers, chief consulting officer at Forrester, said. "I'm excited to put that strategy into action at Forrester. In joining the team, I'm especially looking forward to the opportunity to lead our consulting business and expand globally to help our customers succeed in the age of the customer."

Prior to joining Forrester, Brothers held several leadership positions at IHS, Inc., a business intelligence, software and consulting firm. In his latest role as vice president of industry services and consulting, Brothers led the global consulting team focusing on economics and country risk, as well as the syndicated research teams focusing on incubating and growing the next large industry-focused offerings. Brothers held leadership roles at a number of firms throughout his career, including Global Insight Inc., Wood Mackenzie Ltd., and Cambridge Energy Research Associate, Inc.

For more information on Forrester's consulting offerings, please [click here](#).

### About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Forrester's unique insights and frameworks are grounded in annual surveys of more than 500,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients. Through proprietary research, data, consulting, events, and exclusive executive networks and programs, the Forrester experience is about a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organizations.

Mack Brothers, Chief Consulting Officer, Forrester (Photo: Business Wire)

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Source: Forrester

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