

MOORE

& Associates

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**SUSAN CORNISH JOINS MOORE & ASSOCIATES AS SUSTAINABILITY PRACTICE
LEAD**

Insight + Action: Research and Communications for Sustainability

ATLANTA, GA, February 21, 2019 – Moore & Associates, a consulting firm based in Atlanta, announced today the Susan Cornish, PhD, has joined the company as an Associate. Susan leads the company's new Sustainability practice focused on Corporate Sustainability, Sustainable Packaging, and Recycling.

Susan brings 25 years of strategic consumer research to Moore & Associates during which she developed insights and action plans for Marketing and Communications decision-making. Susan has in-depth knowledge of product innovation, packaging design, messaging, and market development, plus expertise in consumer surveys, multivariate analytics, in-depth interviewing, focus groups, and stakeholder workshops.

Susan has contributed to Moore & Associates recycling consulting on a contract basis for 2 years in addition to her experience working with global brand owners to develop, launch, and market products in sectors including Consumer Products, Energy, Hospitality, and Technology. Earlier in her career, Susan taught environmental and economic development courses at the University of Georgia and worked with environmental community groups and NGOs. Susan holds a PhD in Economic Development from the University of Toronto and has published in recycling trade magazines and academic journals.

Moore & Associates, founded in 1995, provides strategic services and research for clients in the recycling, paper, packaging, and related manufacturing sectors. The consultancy has global perspective and is active in North America, Europe and Asia/Pacific Rim. Bill is a sought after for his knowledge relating to global recycling and the business of environmental affairs. He has published over 50 articles on related topics and is a frequent speaker at global conferences.

For more information on the Sustainability practice, contact Susan Cornish at 678-634-8873 or susan.cornish@insight-action.net.