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Midan Marketing Expands Market Research Department

Chicago, Ill. (Date, 2018) – Midan Marketing, a full-service marketing agency focused solely on the meat industry, is expanding its research capabilities by adding Rick Lowe as the Senior Research Manager. Lowe is an accomplished market research and strategy professional with more than 15 years of experience.

“Rick has been exposed to a multitude of industries including Pfizer’s Animal Health Division where he planned and managed market research projects related to its animal health livestock brands,” said Michael Uetz, Principal at Midan Marketing. “Our team is excited about the new addition and eager to grow our market research team.”

Before joining Midan, Lowe worked at Cars.com as the Senior Manager for Marketing Insights where he managed a large research budget covering a multiple of research initiatives. Prior to that, he worked at the Blue Cross Blue Shield Association where he identified customer needs and designed comprehensive learning plans to address key questions and issues.

“As today’s consumers continuously evolve, research is critical for businesses to stay ahead,” said Uetz. “Adding Rick allows us to strengthening our market research team and continue to provide our clients with research and insights that will push them to the next level.”

Learn more about Midan Marketing’s research capabilities [here](#).

About Midan Marketing

Midan Marketing is a full-service integrated marketing agency with offices in Chicago, Ill. and Mooresville, N.C. It brings together a team of creative strategic thinkers that serves as a catalyst for growth in the meat industry and is the only agency that understands the complete meat channel, from farmer to consumer. The Midan Marketing team has a vision for meat, and puts the full force of strategic planning, creative marketing, public relations and market research toward making meat more relevant to consumers. For more information, visit www.MidanMarketing.com.

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