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Jay Nachlis Adds Marketing Director Duties at Coleman Insights

RESEARCH TRIANGLE PARK, NC, January 26, 2018 – Coleman Insights announced today that Jay Nachlis has added the title of Marketing Director at the media research firm. Nachlis was hired as an Associate Consultant in July, 2017. The announcement was made by Warren Kurtzman, president at Coleman Insights.

“Companies succeed when they identify needs and then put people who have the talents and desire to fulfill those needs in place,” said Kurtzman. “Very shortly after Jay joined us last year it became very clear than in addition to the great work he was doing for our clients, his marketing orientation could also be put to great use by our company. That we are placing him in this unique dual role is a testament to what he brings to the table.”

“I’m thrilled to take on heading up marketing initiatives for Coleman Insights,” said Nachlis. “It’s such a unique opportunity. On the one hand, I get to work with clients and help maximize their success. At the same time, I get to tell the Coleman story and introduce our work to potential clients. That’s pretty special.”

Nachlis will have the newly created title of Associate Consultant/Marketing Director. He has more than two decades of programming and marketing experience, including on-air, music director and program director positions in San Francisco, Buffalo, Detroit, Syracuse, and Raleigh-Durham.

About Coleman Insights

Coleman Insights, headquartered in Research Triangle Park, NC, with offices in Philadelphia and Hamburg, Germany, is a firm that has helped media properties build strong brands and develop great content since 1978. Its clients include hundreds of media properties in North America, South America, Europe and Asia, including those owned by Emmis Communications, iHeartMedia, Entercom Communications Corporation, Univision, Bonneville International Corporation, Hubbard Radio, Newcap Radio, SummitMedia, Bauer Media, Salem Communications, Connoisseur Media, Corporación Radial del Perú, Neuhoff Media, Delmarva Broadcasting Company and Townsquare Media. Additional information about Coleman Insights is available at www.ColemanInsights.com.

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