



Russell Boyd
Strategic Partner

Prior to joining Align FSC, Russell Boyd was the President of Dynamic Marketing Systems where he pioneered the development of automated marketing platforms for several multinational clients including Barclays bank. He was also responsible for the development of the company's Micro Merchant product line designed exclusively for the unique needs of community banks and credit unions.

His financial experience includes marketing research and strategic planning assignments for over 100 different financial service providers including both qualitative and quantitative studies in areas such as perceptual mapping, attitude/awareness/usage, positioning, new product development, communications testing, name evaluation, and market segmentation.

Mr. Boyd brings over thirty years of professional experience in the marketing field having served in marketing research and strategic planning positions with several Southeastern advertising agencies and as the President of TwentyTen Research—a national marketing research firm. Mr. Boyd is also an acknowledged authority on household database marketing applications having implemented database marketing programs on a national, regional, and local level.

Mr. Boyd is an experienced focus group moderator, having conducted over 2500 focus group sessions during the past fifteen years. He is highly skilled in small group dynamics and one-on-one interviewing techniques. Mr. Boyd takes advantage of the qualitative in-depth opportunities presented by the focus group setting to probe for attitudes and needs among respondents utilizing the latest projective techniques.

Mr. Boyd earned his B.A. Journalism degree in advertising and public relations and an M.B.A. in marketing from the University of South Carolina. As a Strategic Consultant for Align FSC, he brings to each client a deep understanding of marketing problems and how to solve them in the most cost effective manner. The Atlanta Business Chronicle has named Mr. Boyd as a Marketing Research All-Star on several occasions.

