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Madison-based E.M. Wasylik Associates increases focus on global research capabilities; names full-time research lead

Madison, WI – January 16, 2018 – E.M. Wasylik Associates (EMW) has expanded its capabilities by establishing a dedicated research division within the firm, and by naming Elena Cueller as EMW’s Global Market Intelligence Lead.

Cueller will work on sales, marketing, and market insight initiatives for clients in her role as international research lead. She brings experience across a wide range of industries; she has a track record of researching Fortune 500 companies, analyzing web traffic to improve user experience, and producing promotional videos. Cueller has also worked as an analyst in the insurance industry, supporting product pricing and analytical reporting.

A graduate of the University of Wisconsin-Madison with a Bachelor of Arts in Economics and Spanish, Cueller spent a semester in Spain at La Universidad Complutense de Madrid and developed fluency in Spanish. Cueller will work with EMW clients on projects that include international business strategy/model formation, country market entry and development strategy, sales, marketing, and organizational development.

Cueller will work closely with Ken Wasylik, Managing Director of EMW, to develop and expand the firm’s research capabilities. “One of the first needs of any international market entry is to answer a few basic questions, such as ‘how big is the market for my product or service?’ Research whether market, competitive, pricing, or otherwise is the way to answer those questions,” stated Wasylik. “While research has always been a part of our offering, we now have additional talent and expertise to handle all research needs for our clients, no matter how in-depth the need is. This additional value we bring to our clients will enable them to be even more successful expanding internationally.”

About EM Wasylik Associates

E.M. Wasylik Associates offers a full-range of tactical to strategic international business and financial services to firms that aim to expand their global business and operations. Founded in 1998 by Ed Wasylik and Ken Wasylik, two CPAs with a global mindset and decades of experience assisting businesses grow in revenue and profitability, EMW focuses on clients expanding their Business Across Borders™ from its offices in Wisconsin, Illinois, South America (Chile), and Europe.

More information at www.emwasylik.com, +1 608.850.5643 (United States), or www.emwasylik.com/es/ + 56 949 799 688 (South America).

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