



## **NEWS RELEASE**

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**For Immediate Release**

### **Automotive Consultant Mike Dovorany Joins Expanding Automotive Team of Market Strategies International-Morpace**

Market Strategies International-Morpace announces today Mike Dovorany, an experienced automotive consultant, joins their ever-growing [Automotive Team](#) as vice president in their Irvine, CA office.

Leveraging his experience and strong background in prevalent automotive topics – including mobility and the future of the auto industry – Dovorany will aid the development of new solutions around electrification and connected services.

Prior to joining the company, Mike worked at The CarLab for nine years, during which he led the firm's automotive consulting practice. He advised on topics such as autonomy, electrification, mobility, human machine interface and user experience. Before that, he worked for GM in Detroit and Toyota in Southern California. Mike first cut his teeth as a Wall Street analyst.

“We are thrilled to have Mike join us as we continue to develop and provide innovative solutions to our clients,” said Jason Mantel, senior vice president of automotive at Market Strategies International-Morpace. “His in-depth knowledge and experience consulting with automotive, tech, energy and financial industry leaders regarding the future of mobility will be a great asset to our clients who are heavily invested in evolving their offerings to remain competitive in the rapidly transforming auto industry.”

Dovorany earned an MBA from Dartmouth and a bachelor’s degree in economics from Williams College.

#### **About Market Strategies International-Morpace**

Leading market research firms [Market Strategies International](#) and [Morpace](#) bring clients closer to their customers through exceptional insights. The firms specialize in brand, customer experience, product development and segmentation research, and are known for blending primary research with data from syndicated, benchmarking and self-funded studies to help clients succeed. They have earned the trust of many of the world’s top brands across the automotive, consumer & retail, energy, financial services, health, technology and telecommunications industries. Market Strategies and Morpace are combining into one firm, as part of an acquisition of both firms by STG, and will be rebranded under a new name to be announced later in 2019. With more than 450 research professionals, the collective firm is now the 15th largest market research firm in the US and top 25 globally.