



Harris Interactive Appoints Stefan Schmelcher as President of Global Loyalty Solutions

Former TNS Director for Stakeholder Management to take key role in new global loyalty practice

ROCHESTER, N.Y. & NEW YORK--(BUSINESS WIRE)--Mar. 3, 2009-- [Harris Interactive®](#) (NASDAQ: HPOL) today announced the appointment of Stefan Schmelcher as President, Global Loyalty Solutions which includes the U.S., Canada, UK, France and Germany along with Singapore and Hong Kong.

He will have primary responsibility worldwide for developing and implementing the strategy and tactics for the Harris Interactive global loyalty practice and its newly-formed center of excellence. The center of excellence is an incubator for innovation, thought leadership, and high level consulting to enable clients to better manage and improve their own customers' experience.

Schmelcher brings more than fifteen years experience in the U.S. and international market research industry and comes to Harris Interactive from TNS Infratest in Munich, Germany. He will be based in Munich and will report to George Terhanian, President of Global Solutions, New York, N.Y. His appointment is effective March 3, 2009.

"Stefan joins us with an excellent record of accomplishment at building client relationships and advising global companies on key loyalty issues," says Kimberly Till, President and CEO at Harris Interactive. "Businesses today are facing rapid changes in market dynamics and Stefan knows how to provide clients with effective business consulting services with a strong focus on research-based customer touch point and relationship management. This will make him an invaluable asset as he builds out our loyalty practice worldwide."

In his most recent role at TNS, one of the largest custom market research firms in the U.S., Schmelcher assumed the role of Deputy Managing Director, Stakeholder Management after returning from a one year assignment as Head of Stakeholder Management North America with TNS USA. In this position he had direct responsibility for key customer segments in the Industry Products and Services sector. His key responsibilities were client services and consulting, strategic planning and business development. He also focused on the implementation of customer relationship strategies, employee commitment as well as corporate reputation programs with the objective of integrating marketing research information into decision making processes. Additionally, he was responsible for Strategic Innovation and Portfolio Management in TNS' Global TRI*M Center, which is the Center of Excellence for TNS' stakeholder management solutions.

Schmelcher has consulted with many of the world's leading companies in business-to-business and business-to-consumers markets. His experience spans several industries that include: IT, telecom, oil and gas, automotive, the financial sector and manufacturing as well as the airline industry and retail business. He is a frequent speaker at international customer experience and relationship conferences.

Schmelcher is a native of Germany and holds degrees in Economics and Mathematics from the University of Augsburg, Germany.

About Harris Interactive

[Harris Interactive](#) is a global leader in custom market research. With a long and rich history in multimodal research that is powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit www.harrisinteractive.com.

Harris Interactive, Inc. 03/09

Source: Harris Interactive, Inc.

Harris Interactive
Carol Fricke, 585-272-8400
press@harrisinteractive.net