

# PRIME Research Promotes Two to Leadership Positions

## Chelsea Mirkin and Julie Myers-Beach named Vice Presidents

A [CommPRO](#) News Update

(Ann Arbor, Michigan) [PRIME Research](#), the international corporate communications research, technology and consulting firm announced two promotions in its United States research center in Ann Arbor, Michigan. Chelsea Mirkin and Julie Myers-Beach were promoted to Vice President positions overseeing client research and administration, respectively. Together, the two executives manage a team of 140 researchers, analysts and consultants as well as developers, IT and administrative support.



Chelsea Mirkin



Julie Myers-Beach

Chelsea Mirkin joined PRIME in 2005 while completing her Communications degree at the University of Michigan and has worked at every level in the firm, rising from media analyst to project manager, director and now vice president. Over the course of ten years with PRIME, Chelsea specializes in the design, execution and oversight of global research programs for many of the world's most admired companies and brands.— Chelsea provides strategic guidance to corporate communicators through traditional and social media analysis delivered in customized reports and on-line portals.

Julie Myers-Beach manages areas related to finance and human resources. A graduate of the University of Michigan, Julie joined PRIME in 2012 as an experienced accounting and human resources manager. Her administrative expertise guided PRIME's dramatic growth as the company grew by more than 500%. Julie initiated PRIME Academy, the firm's management training program designed to develop PRIME's future leaders.

"Chelsea represents the best of PRIME's ability to develop talent from college to the corner office. Julie reflects PRIME's capacity to attract experienced executives and give them opportunities to contribute directly to the firm's success," said Mark Weiner, Chief Executive Officer of PRIME Americas.

Senior Vice President Timo Thomann-Rompf transferred from Ann Arbor to PRIME's office in Mainz, Germany as its Chief

Operating Officer.

PRIME Research provides corporate reputation research, technology and consulting through social and traditional media monitoring, analysis and consultation. The firm is recognized globally by the quality of its Fortune 1000 client roster, its award-winning technology and its ability to provide the data-driven answers companies need to make better communications and business decisions.

###

**Contact:** Mark Weiner at [weiner@prime-research.com](mailto:weiner@prime-research.com)