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RMS Promotes Patrick Fiorenza to Director of Research Analytics

(BALDWINSVILLE, NY) — Research & Marketing Strategies, Inc. (RMS) is pleased to announce that Pat Fiorenza has been promoted to Director of Research Analytics. Since joining RMS in early 2022, Fiorenza has established a comprehensive analytics department to address the company’s market research analytics needs and developed an extensive team of resources through both internal staff and contracted professionals.



In his expanded role, Fiorenza will continue to assist in providing valuable input regarding new business development opportunities, along with finding additional ways to streamline and maximize the value that is delivered to RMS clients. He is committed to ensuring RMS exceeds client expectations and is focused on enhancing the positive culture of the organization.

“Pat has proven himself to be a talented, dedicated, and proactive RMS staff member. I am very proud of him, and all RMS staff and it is especially rewarding to be able to recognize and promote someone within the organization for superior performance and leadership,” says Mark Dengler, President of RMS.

Fiorenza holds a Master’s in Public Administration from Syracuse University, and is pursuing his doctorate in curriculum, instruction, and science of learning from the University at Buffalo. He and his family reside in Baldwinsville, New York. They enjoy spending time among family and friends, often on the shores of Lake Ontario.

About RMS

Research & Marketing Strategies (RMS) is a full-service market research firm located in Baldwinsville, NY. RMS provides an array of research methodologies that result in actionable analytics and recommendations for the client to enhance decision making. RMS is also home to QualiSight, a premier focus group and interview research facility, and RMS ViewPoint, a leading consumer research panel in Central New York. Visit our website at RMSresults.com.

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