

Greenway Group Announces Head of Research

Michael Berens, Ph.D., has joined Greenway Group as Principal, and head of the firm's research practice. "We are thrilled that Michael has joined our company. His experience in research and analysis of the quantitative and qualitative factors impacting the design professions enables us to help our clients gain greater insight into their markets" said Lisa Henry, Greenway Group's CEO.

Berens has more than 25 years' of executive experience and association management in research, knowledge management, writing, publishing, and communications. He has directed research and knowledge management programs for the AARP and the American Society of Interior Designers (ASID). He recently completed a literature review of research on design for homelessness for Professor Jill Pable at Florida State University.