

Former Roper CEO Keller Launches Word-of-Mouth Research Firm

BtoB

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Orlando, Fla. – Ed Keller, former CEO of market research firm Roper ASW, announced the launch of a word-of-mouth research firm, the Keller Fay Group, based in New Brunswick, NJ.

The firm will focus on tracking conversations in the Web's least visible forums, e-mail and private chat rooms, as well as conversations that take place offline. Its first client is Starcom Mediavest Group, one of the world's largest media buying networks.

Keller, author of the book, "The Influentials: One American in Ten Tells the Other Nine How to Vote, Where to Eat, and What to Buy," is CEO of Keller Fay. Co-founded Brad Fay, former managing director of Roper ASW, is COO.

Keller announced the creation of the firm at the Word of Mouth Marketing Association's Basic Training conference this week in Orlando.

-- Matthew Schwartz