PRESS RELEASE
January 12, 2023

Dr. Jan G. West, CEO and J. Kenneth West, COO announced their retirement today with immediate effect. They also announced that Steven Moylan of Lafayette, CO would be assuming the roles of President & CEO. The position of COO has not been filled.

Dr. West stated:

"In this, my 40th year of running NBRI and Ken's 22nd year, we look back with pride on the many accomplishments we and our work family of employees and clients have achieved together. Ken and I trust that even greater success is just ahead!

NBRI first gave employees a voice when no one was yet listening. Even today, we find our greatest purpose is in educating leaders about why they need to listen to their employees and customers. Our second greatest purpose - and challenge - is in educating those leaders about how the gathering of this psychological data must be done in accordance with scientific research principles in order to protect the data and the multimillion-dollar decisions based upon it. While feedback systems are commonplace, none adhere to the strict best practices established and taught by NBRI to the world's finest organizations.

We are confident that Steve will infuse new ideas and enthusiasm into the business which will benefit all stakeholders. Ken and I are excited about the transition to Steve and the start of our retirement.

To the many employees and clients who helped build the National Business Research Institute, Inc. over the decades, we salute you! You have been our work family, and we feel fondly toward and appreciate each of you.

Steve's expertise is in helping companies create a competitive advantage through innovative customer and employee experience management and consistent service quality delivery. Steve has a proven track record of increasing deposits, sales, net income, and share of wallet through increased employee and customer loyalty.

Steve has worked with companies of all sizes throughout North America, producing strong financial results for each. His background also includes extensive experience in Latin America and U.S. Hispanic markets and is bilingual in Spanish/English.

NBRI's talented and committed employees will continue to support their valued clients, and together with Steve, will continue to create and sustain many of the highest performing cultures in the world!"