



Congratulations to
Dr. Sandra Bauman, Ph.D
President, Bauman Research & Consulting, LLC

Named NJAWBO's 2009 Business Woman of the Year

Dr. Sandra Bauman, Ph.D., president of Bauman Research & Consulting, LLC, a market research firm in Glen Rock, NJ, was named 2009 Business Woman of the Year by the New Jersey Association of Women Business Owners (NJAWBO). The honor was given at the organization's annual conference on June 2, 2009, at the Crowne Plaza Hotel in Somerset, NJ.

Bauman was selected by a statewide panel from among six nominees representing NJAWBO's 13 chapters located throughout New Jersey. The NJAWBO business Woman of the Year Award recognizes a woman business owner who distinguishes herself in her business, her community and in NJAWBO. Candidates are successful entrepreneurs who are also positive role models for women in other areas of life.

"I am immensely honored to be named 2009 NJAWBO Business Woman of the Year, especially by NJAWBO's venerable group of women business owners," said Bauman. "This organization and its members have played pivotal roles in the development and success of my business over the past seven years. My NJAWBO membership offers me camaraderie and support from fellow woman entrepreneurs that is unique and powerful."

Dr. Bauman is the first statewide winner ever to be selected from NJAWBO's Bergen County chapter. In 2008, her chapter honored her as its Business Woman of the Year. Bauman has been an active member of the Bergen chapter for seven years, having joined soon after starting her market research firm in 2002. She has held several chapter board positions and served on the fund raising committee, which raised thousands of dollars for local charities that help disadvantaged women. Bauman has also served as a speaker at NJAWBO state conferences and other chapter events on the topics of branding, customer loyalty and marketing.

Bauman Research & Consulting specializes in leveraging research to guide clients' critical business decisions regarding brands, products, employees and customers.

"Sandra's entrepreneurial spirit, significant business growth over the seven years, civic involvement and unwavering commitment to connecting with other women in business, all added up to winning elements for our new Business Woman of the Year," said NJAWBO President Marya Grier. "Sandra has not only achieved noteworthy business success, she has quickly established herself as a role model for women entrepreneurs statewide."