



FOR IMMEDIATE RELEASE:

## PARAGON MEDIA STRATEGIES PROMOTES TWO RESEARCHERS

### SARA SCHUELLER TO VICE PRESIDENT/RESEARCH SIMONE LOWIN TO RESEARCH SERVICES DIRECTOR

Denver, CO (June 14, 2021) – [Paragon Media Strategies](#) announces the promotion of two long-time researchers. [Sara Schueller](#) rises to Vice President/Research and [Simone Lowin](#) is promoted to Research Services Director.



Schueller

Lowin

Paragon CEO Mike Henry noted, “Sara Schueller and Simone Lowin have been part of the Paragon backbone for two decades. During that time, Paragon has produced hundreds of research projects for our media and entertainment clients. Every one of those projects was guided by these incredible women who exhibit the highest capacity for integrity and professionalism. We’re incredibly fortunate to have them as part of the Paragon family.”

Schueller, who joined Paragon in 2002 after working at Nielsen Holdings, said, “I am so excited to step in to this new role at Paragon and continue to work with the best clients around. Thank you to Mike Henry for his great leadership and to the entire Paragon family for this wonderful opportunity. I’m grateful for almost two decades working with this amazing team, and I’m looking forward to many more years to come.”

Lowin began with Paragon in 2000 and commented, “As cliché as it sounds, time flies when you are having fun. And that is exactly what the last 20 years have been. It has been such a privilege to work alongside Mike and Sara and the entire Paragon family. Mike is always willing to share his knowledge and experience to elevate the abilities of those around him. I am thankful for the last 20 years and look forward to another 20 with this amazing family.”



Consulting



Marketing



Research



Production



## About Paragon

[Paragon](#) was founded in 1988 as a consulting and research firm specializing in entertainment and media. Paragon's specialties include growing media market share, media start-ups, creating new content and media business models, marketing, public media, and maximizing ROI on media properties.

Founder and CEO [Mike Henry](#) is a media consultant with 35+ years direct experience with radio, record labels, TV, cable, satellite radio, digital media, emerging technology, media lenders and buyers. Henry is a long-time music and format specialist for Indie Rock, Alternative, Triple A, Urban Alternative and News/Talk/Sports radio stations and networks. Henry is co-founder and Brand Manager of [VuHaus Group](#). Henry won a 2012 Peabody Award as executive producer of the public radio series "Inside the National Recording Registry."

Website: [www.ParagonMediaStrategies.com](http://www.ParagonMediaStrategies.com)

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