



Press release 2013-10-11

Now we are launching The Mystery Shopping Academy

Now we are launching the network with the real experts in the mystery shopping industry. The purpose is to offer clients and colleagues a place to find speakers and consultants for seminars and assignments to develop the company's business by mystery shopping and other qualitative methods.

The members of The Mystery Shopping Academy are founders and/or former presidents in MSPA Asia/Pacific, Europe, North America and Latin America, and active company leaders in their market.

Together the eight members have more than 150 years experience of the mystery shopping industry and can offer their services in English, Hindi, Portuguese, Spanish and Swedish.

Medlemmar i The Mystery Shopping Academy är:

Mark Michelson	co-founder MSPA North America	markm@threadsqual.com
Mike Bare	co-founder MSPA North America	mbare@bareinternational.com
Veronica Boxberg Karlsson	founder MSPA Europe	veronica@betterbusiness.se
Aftab Anwar	founder MSPA Asia/Pacific	aftab@startexmarketing.com
Steven di Pietro	past president MSPA Asia/Pacific	sdipietro@serviceintegrity.com.au
Stella Kochen Susskind	past president MSPA Latin America	stella@shopperexperience.com.br
Myriam Monetti	past president MSPA Latin America	mmonetti@shopnchek.com.ar
Oksana Aulchenkova	past president MSPA Europe	oa@nextep.ru

For more information and to see the member's biographies, please visit www.MysteryShoppingAcademy.com or contact Veronica Boxberg Karlsson, telephone +46 8 5118 5111

[In Swedish](#)

www.MysteryShoppingAcademy.com