



**FOR IMMEDIATE RELEASE**

**Contact:**  
Lorraine Houghton  
(502) 574-9036  
lhoughton@hqtrs.com

## **Guest Experience Industry Just Got Stronger**

**MSPA Americas Welcomes Former MSPA Latin America Region Members**

**Louisville, KY (December 19, 2016)** – Effective January 1, 2017, MSPA Latin America (formerly known as the Mystery Shopping Providers Association) will join North America to become one region. The new combined name is MSPA Americas. MSPA Americas joins MSPA Asia Pacific and MSPA EMEA to form the Global MSPA Industry Association.

Michael Mershimer, President and COO, HS Brands International, and President of MSPA Americas, “We are excited to welcome the previous members of the Latin American region. Combining Latin America, North America and Canadian Guest Experience Measurement service providers as one, increases the resources we have to support our members, and the initiatives meant to protect, promote and create member value.

Jose Worcman, Partner, OnYou, and former President of MSPA Latin America, “Joining the North America chapter will provide valuable benefits as continuing development of Mystery Shopping business in Latin America. This could not make more sense for the industry today.”

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***MSPA Americas** connects and supports the businesses that influence the customer experience through managing, quantifying, interpreting, enhancing and re-defining the customer experience. Widely recognized as the leader in customer service experience measurement, management, and training, MSPA Americas is made up of member companies that provide these services to a variety of industries. The association strengthens the customer experience industry by uniting the efforts and actions of its members and supporting the businesses they serve.*