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KeAnne- KeAnne Hoeg is manager of market research and reporting. She describes her job as "playing with data." Her group is responsible for managing required reporting to stakeholders, several internal applications, including the CRM system, the Manufactured in North Carolina website, knowledge management and data mining. Prior to moving into market research, she worked in IT and marketing as a web developer and social media manager, also at IES. KeAnne has a B.A. in English from Meredith College and a master's degree in Library Science from UNC-Chapel Hill.