



PRESS RELEASE

C-LEVEL CHIEF COUP

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By: Onion News staff-writer wanna be (on behalf of Elder Research, Inc.)

In a stunning turn of events, Dr. Andrew Fast was made **Chief Scientist** today of leading Analytics consultancy Elder Research. "I've really been acting Chief for a long time", says the new *Jeffe*. "It's about time somebody noticed." Deposed Chief John Elder was initially unavailable for comment, and was last seen lumbering down a basketball court.

"This new development will help us leverage our multi-channel analytic talent to obtain synergistic multipliers of our effectiveness", enthused VP Operations Jeff Deal. "Besides, I understand Andy." Enthusiasm in the ranks is high. "I'm looking forward to having a Chief I can talk with. Who actually knows new stuff", said senior programmer John Dimeo. "It's kind of sad", said Director of Development, Simeon Fitch, "when a supposed Chief of something can't tell *differential inheritance* from *function overloading*. We needed new blood."

Off the record, some are wondering if the new "Era of Competence" will now mean results will actually be expected of them. "I kind of liked the blank looks I used to get" joked one unnamed source. "You could get away with anything!"

Rather than the traditional battle to the death with scientific instruments, the succession was much more peaceful. "At least we don't have any mopping to do; it was all rather civil", said one onlooker. Allies of the old order did point out the cost of new cards, but that protest proved merely symbolic, as they acknowledged, "I guess it's all a part of growing up as a company."

The new Chief Scientist, an expert in lots of cool things, was pelted with *Carpe Donuts* by ecstatic coworkers. And then went back to staring at a screen.

For more information, please contact John Elder.