

## Future Thinking Bolsters Media Team With Appointment Of Jessica Herridge As Research Director

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Challenge agency Future Thinking has appointed Jessica Herridge as Research Director within their Communicate team. Jessica joins the company from Blond Ideas Group where she worked with a variety of Fortune 500 clients. Prior to this Jessica held a variety of senior insight roles at Dairy Crest and United Biscuits.

Jessica's role within the Communicate team is to evaluate and help develop its brand proposition and will see her responsible for the continued growth of this offer within the FMCG sector.

Claudia Strauss, UK Managing Director, comments, "Jess is a passionate and intelligent advocate of consumer focussed insight. As an agency we offer clients something distinctive in terms of who they work with, by blending experienced agency minds with client side commercial knowledge that have a focus on taking insight to the next level. Jessica's appointment further strengthens that premise, to enable us to work alongside our clients as trusted advisors, not just research data do-ers.

Commenting on her appointment, Jess said. "This is an excellent opportunity and I'm really excited to be joining such an innovative company. My experience of working client-side with a range of major FMCG consumer brands will enable me to build on Future Thinking's current offer by delivering more commercial focus and ensuring insights address business challenges."