

Roddy joins GfK NOP Media as Research Director

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Gary Roddy joins GfK NOP Media as Research Director

Gary Roddy has been appointed as Research Director of GfK NOP Media to bring a new perspective to the growing media research agency.

In this role, Roddy, previously with ids, will undertake management responsibility of a newly launched continuous project on behalf of one of GfK NOP Media's largest clients, and work across the portfolio of current media owner clients as well as developing new business opportunities across all media sectors.

Gary will report to GfK NOP Media Joint Managing Director Nick North.

Nick North comments:

"Gary is a well-known figure within the research industry, having been actively involved in the Media Research Group as Chair and committee member. Gary's experience as an active member of numerous BARB committees will also be a great asset to us going forward. His more recent work on various cross industry interactive projects and his client liaison skills bring a new perspective to GfK NOP Media that will allow us to develop our offerings to clients."

Roddy previously worked at ids (a Virgin Media Company) where he was Research Controller working across agency sales and commercial development. Prior to that he spent seven years at Channel 4 Television, after working for various ITV companies, newspaper and magazine publishers and advertisers.

Gary Roddy comments:

"I am looking forward to joining GfK NOP Media. The challenge of working for a forward thinking research company at a time of great change for the industry is truly exciting, and I will be looking to bring my media owner experience to bear on the already great work that is being produced. In addition, I would like to bring an end user experience to the projects that I will be working on which will help define our working practices to deliver an even more insightful approach to doing business."

Gary Roddy starts at GfK NOP on 10 April and will be based in the London headquarters. He can be contacted on +44 (0)20 7890 9564 and by email gary.rodny@gfk.com.

About GfK NOP Media:

GfK NOP Media offers a comprehensive range of media research services to deliver innovative, technology-driven research solutions to media owners, content providers, agencies and advertisers.

With 15 specialised media researchers, supported by the operations divisions of one of the UK's largest custom research companies, and drawing on the research expertise and methods of GfK Group - the market leader in quantitative media research in Europe - our clients include many of the biggest names in media in the UK today.

About GfK Group:

The GfK Group is the No. 4 market research organization worldwide. Its activities cover five business divisions, Custom Research, Retail and Technology, Consumer Tracking, Media and HealthCare. In addition to 13 German subsidiaries, the Group has over 130 subsidiaries and affiliates located in more than 70 countries. Of a current total of over 7,800 employees, around 80% are based outside Germany. For further information, visit our website: www.gfk.com.

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