

Continental Research - Head of Media Research

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CONTINENTAL RESEARCH CREATES HEAD OF MEDIA RESEARCH POST

Continental Research, which specialises in the media, advertising and brands, finance, telecoms and public sector industries, has created a newly formed position, Head of Media Research, and appointed former BSkyB Audience Research Manager Kiri Mitchell to the role.

Mitchell will work across Continental's current portfolio of media clients as well as looking to develop new clients across all areas of the media industry.

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David Evans, Director of Advertising and Media, said: "Kiri will be a great addition to our team at Continental. We are striving to deliver credible solutions to our media clients based on our personal client-side backgrounds and expertise. Kiri's knowledge will be invaluable to our clients".

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In her role as Audience Research Manager at Sky, Mitchell had responsibility for Sky News, Sky Movies and Sky Sports. Prior to this she was based within Sky Media looking after sponsorship and online research.

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Mitchell said: "Continental Research is at the forefront of analysing the latest media developments such as IPTV, VoIP and VOD and I'm looking forward to working with a wide range of clients from across the sector on helping them adapt to the changing media landscape".