Research International Expands Qualitative Space

Contributed by Research International
Monday, 12 February 2007

By Brandi Blades - 13 Feb 2007
Contact Information

USA

Research International, the world leader in custom market research, is pleased to announce the recent additions of Peter BÃ¼rgi and Rebecca Severson to the USA qualitative division, Qualitative Space. Research International is the first research company to put into place a truly global community of qualitative professionals.

Peter BÃ¼rgi, Ph.D, has been appointed as Senior Account Executive. Peter received his Ph.D. in anthropology 15 years ago and previously ran his own consulting firm. He has significant experience with qualitative research projects, employee attitude surveys, and facilitation of leadership and team-building workshops with senior-level personnel in large organizations. Peterâ€™s strategically-oriented perspective and fluency in Spanish, German, and French will be instrumental as we continue to be a leader in marketing research and innovation throughout the world. â€œThe opportunity to contribute to Research Internationalâ€™s global growth is very exciting. I look forward to helping clients discover deep and practical insights into their markets with RIâ€™s state-of-the-art qualitative research methods.â€•

Rebecca Severson has been appointed to Account Executive. Previously, Rebecca spent 8 years at the Chicago Field Museum, where she conducted a variety of qualitative and quantitative research projects. With over 10 years of research experience, Rebecca is a highly skilled cultural anthropologist and will play a key role in delivering deeper insights within the qualitative team. â€œI am thrilled about joining Research International. Adding my ethnographic skills and understanding of humans to the passion and imagination that this company brings to clients is so exciting. Itâ€™s great to be part of such lively work.â€•

â€œIâ€™m extremely honored to welcome Peter and Rebecca to our team and look forward to the insights and direction they w provide to our clientsâ€™ brands moving forward,â€• said Lorna Walters, CEO of Research International in the United States.

For more information, a photo, or to schedule an interview, please contact:
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Visit our website: www.research-int.com

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