Jackie Hughes Joins RI as UK head of Qualitative Research

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Research International is pround to announce that Jackie Hughes will be joining RI as its UK head of Qualitative Research. Jackie joins RI after twelve years with Ogilvy, where she was most recently Global Planning Director.

Commenting on Jackieâ€™s appointment, Nadim Sadek, Worldwide Commercial and Strategy Director, said...
"We have big ambitions for Qualitative in the UK. Jackie will lead us in making the UK a centre of excellence for our network, and a real force with our clients.Throughout her career, Jackie has been engaged with qualitative research: as a practitoner, as a commissioner, as a user. She brings us an energy and love for the discipline which will help us focus, refine and hone our existing offer.â€•

Jackie Hughes commented â€•I am enormously thrilled by the challenge and scope that the opportunity offers. I am thrilled to be working with such innovators and thought leaders as Nadim Sadek, and I believe RI is uniquely placed to take advantages of the change qualitative research must embrace as people embrace new ways of communication.â€•

By Graham Miller - 25 Jul 2007
Contact Information