Richard Thornton to Head Up Ciao Surveys European Sales Effort

Contributed by Ciao Surveys
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London, UK â€“ August 7, 2007 â€“ Ciao Surveys, GmbH, a Greenfield Online company (Nasdaq: SRVY), today announced that it has promoted Richard Thornton, Vice President Client Development Europe to the role of managing its European sales operation.Â Richard Thornton joined Ciao Surveys in 2003 to establish the London office. â€œRichard has shown immense capability in building a strong UK team in a competitive market. I am convinced that he will invigorate the entire sales division as its Head of Client Development for all of Europe,â€• says Nicolas Metzke, Managing Director, Ciao Surveys. He continues â€œa lot of innovation takes place in the UK first. With Richard driving Client Development we will be able to bring many new ideas and online research solutions to our clients and grow our business faster.â€•Â In his new role Thornton is looking to continue development of a â€˜client focused sales team, placing more emphasis on specific needs of Ciao Surveysâ€™ different client groups, such as major international accounts or national research agencies.Â Thornton also plans to continue Ciao Surveysâ€™ current recruitment drive to bring the best available sales talent onboard and to widen sales and presence in new markets and opportunities. Â â€œI am excited about the opportunity to take on a larger role within the Ciao Surveys organisation,â€• said Thornton.Â â€œI believe we offer clients the highest quality product, with the broadest global reach in the industry.Â I look forward to continuing to work with the European sales team to communicate the superior benefits of the Ciao Surveys products to our clients.â€•Â Richard joined Ciao in 2003 as a Senior Research Sales Consultant and was promoted to Director for Client Development, UK/Ireland/Australia shortly after.Â In 2006 he then stepped up to take co-responsibility for Ciao Surveysâ€™ client development team in Europe and assumed sole leadership responsibility for European sales in June 2007.Â Prior to joining Ciao Surveys, Thornton started his career at CAP Ventures and holds a degree from the London Metropolitan University in HR and International Marketing.Â â€œRichard has a firm understanding of the quality data and service focus of Greenfield- Ciao,â€• stated Albert Angrisani, President and Chief Executive Officer of Greenfield Online, Inc.Â â€œHe is the right person for this expanded role and will provide our European clients with an excellent partner to help grow their businesses.â€•Â About Ciao SurveysCiao Surveys GmbH provides a full range of Internet survey solutions including sampling, programming, translating and managing online data collection. The company has long been a pioneer in this field and has consistently delivered quality market research services with diverse, demographically representative data. Ciao Surveysâ€™ proprietary panel with millions of survey participants is one of the worldâ€™s largest and highly profiled panel of its kind.Ciao Surveys offers market researchers and corporate clients a â€˜one-stop shopâ€™ for providing quality panels, expertise in technical programming, and hosting facilities for a range of online market research toolsFounded in 1999 in Munich, Germany, Ciao Surveys GmbH has been a subsidiary of Greenfield Online, Inc. since 2005. Ciao Surveys has its headquarters in Munich with offices in London, Paris, Amsterdam, Sydney, Timisoara and Wroclaw. For more information visit www.ciao-surveys.com/About Greenfield Online Greenfield Online, Inc., headquartered in Wilton, CT, supplies the increasingly urgent demand of industry for better understanding of consumers around the world.Â Our proprietary innovative technology enables us to collect thousands of consumer opinions quickly and accurately, and to organize them into actionable form.Â We do this through our Internet survey solutions business in North America and Europe by collecting, organizing and selling consumer opinions via survey responses for our clients on a global basis.Â Through our Ciao comparison shopping portals we gather unique and valuable user-generated content via product and merchant reviews that help consumers and visitors to our Ciao portals compare prices and make purchasing decisions.Â For more information visit www.greenfield.com/ or www.ciao-group.com/.Â To join the panel to take surveys, visit www.greenfieldonline.com. Â Contact â€“ Ciao Surveys GmbH

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