Comperio Research recruits sports industry specialist

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Comperio Research â€“ the market research arm of IMG â€“ has strengthened its senior management team with the appointment of Chris Barnes as Head of Research. Based at the London office, Barnes will spearhead Comperioâ€™s research operations across the consumer, sponsorship and stadia sectors, and will take specific responsibility for new product development.Â Â

Barnes joins after a four year stint as Head of Research at SportBusiness Group, a leading publisher of business information on the global sports industry. In this role he was responsible for producing in-depth research reports, which explored key revenue streams and commercial opportunities, across a range of sports disciplines and geographic regions. Prior to this he was Research Director at Kagan World Media, where he led the European cable and satellite research practice. Commenting on the new appointment, Frank Saez, Comperioâ€™s Vice President said: â€œI am thrilled to welcome Chris to the team, as he brings with him a wealth of expertise in research and analysis, combined with solid sports industry knowledge. His exceptional track record and strong leadership skills, will enable him to play an instrumental role in the development of Comperioâ€™s business, as we enter our next phase of growthâ€•.