Lowell Ricklefs joins Toluna as Group Chief Operating Officer

Contributed by Toluna
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Today (22nd October 2007)Â Toluna plc (LSE: TOL), Europe's fastest growing online panel and survey technology provider announces Lowell Ricklefs has joined as Group Chief Operating Officer. Lowell, former Executive Vice President and Chief Revenue Officer of GMI, is seen as a major development for the company. Lowell has overseen the dramatic growth of GMI, helping the company achieve global reach and #7 in Deloitte's 2007 Technology Fast 50.

"Lowell joining Toluna is in line with our strategy of being a major global player. Lowell's brief is clear; he will be using his unique understanding of the North American, European and Asian markets to help us fulfil our global potential across all of our markets."

Frederic-Charles Petit CEO Toluna plc

Toluna has in the last twelve months launched eleven national panel communities, taking its reach to twenty seven and 1.6 million members, all managed within a unique community model. Toluna's focus on panellist engagement through developing online communities is unique in the market and is the basis of the company's reputation for innovation. Toluna has also launched its new proprietary panel and community management solution PanelPortalT, and has acquired the Web2.0 poll start-up 'dpolls' in Israel.

A quick glance at Lowell's background shows his skills in helping organisations scale their businesses into truly global players are matched only by his passion for working in a focussed and innovative culture.

'This is a great opportunity to be an integral part of building a breakthrough global company that competes fearlessly to create customer delight in all our markets. At Toluna the pieces are in place from which to build the best global supplier in the world. It is very clear to me Toluna's success has, and will continue to be based upon three simple concepts; pride in innovation, recruiting staff with a hunger for innovation and quite simply, doing things better.' Lowell Ricklefs, Group Chief Operating Officer, Toluna plc.