

Alasdair Gleed Joins DJS Research Ltd

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Senior Appointment for DJS Research Ltd

Alasdair Gleed has been appointed as a Research Director at DJS Research Ltd. Alasdair has worked in the market research industry for ten years. He started his career at B&MR Wirthlin, and subsequently spent 5 years at Ci Research where he was an Associate Director.

Alasdair has extensive experience of working on qualitative and quantitative projects with a wide variety of clients across the public and private sectors. Alasdair's specific areas of expertise include proposition testing and development, brand development, customer and employee satisfaction and segmentation.

He has specific expertise in a number of key sectors, including:

- Financial services (commercial and personal)
- Professional services
- Construction
- Engineering
- Retail
- Travel
- Business support
- Public sector

With the addition of the new recruit, DJS will now be led by five Research Directors who will continue to carry out all elements of the research process, from start to finish.

As well as Alasdair, DJS Research have also recruited Leslie Hardie to support the Research Directors throughout the research process.

The expansion of the team marks the continuous growth of the company. DJS Research can be contacted on: +44 (0)1625-573573

For further information about DJS Research Ltd, please click here: [Market Research UK](#)

Other DJS Sites: [Customer Satisfaction Survey](#) :: [Business to Business Market Research](#) :: [International Market Research](#) :: [Branding Research](#) :: [Industrial Market Research](#) :: [Qualitative Research](#) :: [Online Market Research](#) :: [Market Research Manchester](#) :: [Market Research Agencies](#)