2CV Founder Appointed Chairman Of Cello Research

Contributed by Cello
Monday, 06 April 2009

Global research and consulting group Cello today announces the appointment of a new board for its research division, led by Vincent Nolan as chairman and Jane Shirley, as chief executive officer of Cello Research.

Founder of leading integrated research business 2CV, Nolan will chair the board, just over a year after joining the Cello group. He aims to provide vision and leadership to ensure the collective profitability, wellbeing and growth of the group.

An evangelist for innovative research and a focused entrepreneur, Nolan has successfully built 2CV into a leading global research business with a turnover in excess of Â£10 million, currently rolling out its network into strategic hubs in the US, Europe and Asia.Â Â

Shirley, who is joint group managing director of Insight alongside Nicola Cowland, will take primary responsibility for developing centres of excellence within the Cello Research group and extending the groupâ€™s fieldwork capabilities.Â Â .

With over 15 yearsâ€™ experience working on both the client and agency side, Shirley has played a key role in building up Insightâ€™s international capabilities. The company continues to go from strength-to-strength and is now one of the top specialist healthcare research agencies globally.

Nolan and Shirley will continue to play an active role in their respective agencies, while leading the management team of Cello Research. Both will become managing partners of the broader Cello Group. Richard Gilmore will remain in his position as chairman of Cello Research and Consulting.

Nolan said:
â€œItâ€™s an honour to have been selected for the role and Iâ€™m looking forward to taking the division from strength-to-stren with the support of my fellow board members.Â The new management structure will help ensure the successful performance of individual businesses, optimisation of professional resources and enhanced cohesion across the group.â€•

Mark Scott, CEO of Cello Group Plc, adds:
â€œVincent and Janeâ€™s appointment to the Cello Research Board is a positive initiative which we expect to yield operating efficiencies, improve the groupâ€™s competitive position and drive further synergies.â€•