Interquest Expands Research Team As Demand For Online Communities Grows

Contributed by Interquest
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Online research community company InterQuest is delighted to announce the appointment of Daniel Stracey as Community Research Manager.

Daniel joins from GFK NOPâ€™s where he was Research Manager for the Business and Technology team.

Prior to that, he was Senior Research Executive at Research International.

He started his career at online research specialists Harris Interactive.

At Research International Daniel specialised in brand communications and NPD research where he worked with clients including Absolut, ASDA, TfL, Reckitt Benckiser and Unilever.

His experience spans online B2B tracking to moderating focus group in a variety of research sectors including FMCG, Retail, Public Sector, Transport, Finance and Technology.

Daniel is a member of the Association for Qualitative Research and holds the MRS Advanced Certificate.

InterQuestâ€™s online research platform has been designed to help clients engage with their customers by involving them in new product and concept development and listening to their opinions and feedback.

The approach encourages advocacy among customers, employees or suppliers in hosted and moderated consumer forums.

The companyâ€™s clients include Comet, EDF Energy i-level, Ipsos MORI, Monster, Nokia, Virgin Media Television and VNU.

InterQuestâ€™s Managing Director Ville Ã–sterlund comments:
â€œDanielâ€™s interest and expertise in consumer psychology, and his obvious analytical skills will help us continue to deliver invaluable insight and innovation to our clients. Weâ€™re very excited to have him join our team and look forward to introducing him to our clients over the next few weeks.

About InterQuest
InterQuest is a pioneer of digital market research, specialising in creating and developing Internet- and mobilebased research solutions and interactive online research communities.

InterQuest has nearly ten years of experience in digital market-research solutions and services.

The company was founded in 1997 and has operations in Helsinki and London. Our clients include Nokia, Comet, VNU, Ipsos MORI, Virgin Media TV, EDF Energy, i-level, Monster and many others.

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