Marketing Scientist Soumya Roy Joins Hall And Partners

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Soumya Roy PhD has joined Hall & Partners as Global Head of Quantitative Health, bringing 14 years of experience in market research consulting to improve new product development, detailing and communication, and effectiveness in healthcare.

With areas of specialization including segmentation and targeting, product positioning, detailing effectiveness and brand tracking, Soumya has experience in linking behavioral data (IMS) with attitudinal data to provide integrated insights for targeting and detailing strategies.

In this new global role, Soumya will be responsible for directly consulting with client teams as well as ensuring that all quantitative work meets the exacting Hall & Partners standards.

â€œSoumya has joined the Hall & Partners global health team at a very exciting timeâ€• commented Global Head of Health, Abigail Stuart. â€œWe are expanding our services and Soumyaâ€™s focus will be on providing our clients with research solutio that integrate qualitative and quantitative insights with behavioral data to address marketing issues, and impact business decisions.â€•

Prior to joining Hall & Partners, Soumya Roy was the Healthcare and Brand Practice leader at Lieberman Research Worldwide where he joined from Research International.

His academic credentials include an MBA in Finance from University of Missouri and a PhD in Marketing Sciences from Temple University.

About Hall & Partners
Part of the Omnicom Groupâ€™s Diversified Agency Services (DAS), Hall & Partners specialise in brand and communications research.

The global agency, with offices in London, New York, Los Angeles, Chicago, Seattle, Shanghai, Sydney and Paris, with offices opening shortly in Berlin and Singapore, offers innovative ideas at every stage of the brand planning cycle.

Its models continue to revolutionise thinking in the advertising industry and have led to new ways of developing and evaluating brands and communication.

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