eDigitalResearch Makes Key Appointments To Strengthen Its Business Development

Contributed by eDigital Research
Tuesday, 13 July 2010

Building on its impressive 25% growth, eDigitalResearch has announced two key appointments in its business development team.

Geralllt Evans-Hughes joins as head of business development for the public sector, with responsibility for shaping a new offering for the sector, and Nick Yates has been recruited as business development manager.

With its business expanding across multiple sectors including media, home services, retail, travel and finance, eDigitalResearch is enjoying rapid growth across the board.

Nick Yates will play a key role in helping to identify and develop new opportunities across these core markets. Nickâ€™s detailed understanding and experience of website usability will stand him in good stead, having previously developed the ecommerce offering for Virgin Trains and thetrainline.com.Â Â

Nick comments,
â€œI am excited to be joining a highly motivated team at eDigitalResearch and believe that my client-side experience will set me in good stead in identifying what clients want, enabling me to advise on developing our business proposition accordingly. Considering the strength of the products and the extensive client base, particularly within retail and travel, Iâ€™m confident that I have a great basis to build an even stronger client portfolio.â€•

Geralllt brings a wealth of market research and public sector expertise to eDigitalResearch, having developed the UK public sector offering for Mott Macdonald and BMG Research and having worked as senior education advisor for various local councils in the Midlands.

He is planning to use his contacts and knowledge to develop the market proposition to help public sector organisations gain quick and effective insight to better align public services with public perception and expectation.

Geralllt comments
â€œHaving worked for larger multi-national businesses, I am excited to be able to help develop the public sector offering for eDigitalResearch and see the results of my efforts on the companyâ€™s bottom-line. eDigitalResearch has well placed to support public sector organisations by helping to provide quick and valuable insights into how councils are perceived by residents as well as their employees.â€•

Chris Russell, Director of eDigitalResearch comments,
â€œSince 1999 we have seen the business grow from just four to 53 employees. In light of public sector spending cuts and the recessionary impact on the private sector, we feel that we can really build our market proposition to help businesses and public sector organisations effectively do more for less. We are confident that the key appointments of Nick and Geralllt will help us to grow and develop our business in core and new market sectors.â€•

About eDigitalResearch
For more information please visitÂ Â www.edigitalresearch.com