GfK NOP Names New Director Of Consumer Products & Retail

Contributed by GfK NOP
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GfK, a leading provider of global market information and insight, today announced the appointment of Caroline Osborne as Director of GfK NOP Consumer Products & Retail.

Caroline joins from Morrisons Supermarkets where she held the position of Senior Insight Consultant and brings to GfK strong client-side credentials in retail with a wide range of consumer research experience.

Prior to this, Caroline worked at RI Instore as an Account Director and held managerial positions in Customer Insight at Sainsburyâ€™s and Superdrug.

In her new role Caroline will be using her client-side knowledge to help grow and add value to GfKâ€™s UK retail business, especially enhancing the companyâ€™s Shopper Insight, Customer Satisfaction, Segmentation and U&A credentials.

Commenting on Carolineâ€™s appointment, Pam Armstrong, Managing Director of GfK Consumer Products & Retail, said: â€œCaroline is an excellent fit for GfKâ€™s wider retail strategy and I am impressed by her track record of delivering clear and incisive insight. Her wealth of industry experience in the retail markets combined with her Shopper Insight credentials will be of enormous benefit to our clients and puts us in a strong position to continue growing this side of our business.â€•

Caroline added,
â€œI am thrilled to be involved in the development of GfKâ€™s Consumer Products & Retail sector and am looking forward to helping our FMCG clients better understand their shoppers. I hope to provide actionable insights to retailers that inform and improve their business decisions, which in turn will allow them to build more effective shopper strategies.â€•

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