Radius Global Market Research Opens London Office

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Michael Fodor to lead operations in Europe, the Middle East and Africa

Radius Global Market Research, one of the largest independent market research firms in the U.S., announces the opening of Radius EMEA, a new London-based office and team dedicated to serving clients in Europe, the Middle East and Africa.

Industry veteran Michael Fodor has been named Managing Director, Radius EMEA, a new position reporting to Chip Lister, Managing Director of Radius Global Market Research.

â€œThis launch of a wholly-owned network outside of the United States is the true realization of the â€˜Globalâ€™ that is core to name and current range of services,â€• says Lister. â€œThrough Radius EMEA weâ€™ll be able to address the unique needs o clients located in Europe, the Middle East and Africa as well as provide additional services to all of our clients worldwide.â€•

Radius EMEA head Michael Fodor has 20 years experience of running and managing several research companies in Europe. These businesses were sold to a top-five global research company, where he served on the executive board for four years. Fodorâ€™s expertise spans FMCG, drinks, automotive, pharmaceutical and service sectors, with particular expertise in new product development, strategic brand direction and communications/advertising research.

â€œI can think of no better person than Michael Fodor to lead the charge for Radius outside the U.S,â€• adds Lister. â€œHe possesses the perfect background of career market researcher coupled with an unparalleled depth of experience in the international marketplace.â€•

Radius EMEA Adds to Executive Team
Glenn Trouse joins as Deputy General Manager from Grey where he served as Senior Vice President, EMEA Marketing. Previously he spent 25 years helping global brands develop and implement strategies for growth in senior management and international brand stewardship roles at both Bates and Grey.

Trouse is a recognized leader in the field of e-commerce. He was the founding CMO of ebookers Plc where he took the enterprise public through a successful IPO, growing it into a $500 million business and one of Europeâ€™s e-commerce success stories.

Suzanne McManus joins as Director, Qualitative Research. Â
McManus brings an understanding of every aspect of the research process having worked as a client, a researcher and a global strategic planner. She started her career as a brand manager in the UK before moving into market research with her career culminating in Head of Qualitative Research in Asia for a top five global research company.

Moving to the agency side, McManus became head of strategic planning at JWT and then Grey, with regional responsibilities for Europe, North America and Hong Kong/Greater China.

â€œBoth Glenn and Suzanne offer an impressive blend of international market research, marketing, and brand development expertise,â€• says Michael Fodor, Managing Director Radius EMEA. â€œTheir ability to amplify the voice of the consumer through state-of-the-art methodologies, a broad and deep sector expertise, and their distinctive experiential perspectives will bring tremendous value to Radiusâ€™ global client roster.â€•

About Radius Global Market Research
www.radius-global.com

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