GfK Roper Consulting Appoints Joe Staton Director & General Manager For London And EMEA

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GfK, a leading provider of global market information and insight, today announced the appointment of Joe Staton as Director and General Manager for its Roper Consulting business.

In this new role, Staton will be responsible for the day-to-day running of the London office, build upon GfK Roper Consultingâ€™s expertise in the consumer trends environment and lead further innovation around its global consumer trends and insight offer.

Commenting on Joeâ€™s appointment, Phyllis Macfarlane, Chairman of GfK NOP UK, said, â€œJoe originally joined GfK Roper Consulting in April this year as Global Trends Director, and this appointment is testament to his management, client and business building skills across both B2B and B2C markets.â€•

Prior to joining GfK, Staton worked for The Future Foundation â€“ an Experian company - as Planning Director, after nearly two decades working in advertising in a number of strategic planning, research and business development roles, both locally and internationally, with clients across multiple industries from CPG, automotive and financial services to IT, media and Telecoms.

Holly Heline Jarrell, Group Managing Director of GfK Roper Consulting and GfK Roper Public Affairs and Corporate Communications said, "Joe has already greatly strengthened our trends offerings in his role as Director of Consumer Trends for the GfK Roper Consulting business here and in the US and I am thrilled he is taking on this new set of responsibilities leading our UK GfK Roper Consulting business."

Joe is based in GfKâ€™s London headquarters in Blackfriars and will be working across the GfK global network.

About GfK NOP
For more information please visit:Â www.gfknop.com

The GfK Group
For more information, visit the Group website: www.gfk.com .

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