BDRC Continental Strengthens Hotels And Hospitality Team With Two New Appointments

Contributed by Greenfields
Thursday, 27 January 2011

Market research specialist BDRC Continental has strengthened its positioning in the hospitality sector with two new appointments to its hotels team:

James Bland has been appointed Senior Client Services Manager. He will assume lead responsibility for the growth of BDRC Continentalâ€™s customer experience tracking tools â€“

VenueVerdict, GuestRate and Meetings Benchmark Tracker â€“ overseeing product refinement, marketing, sales and account management.

Formerly Group Marketing Manager at Sundial Group, a family-owned group of specialist conference venues, James has worked with all three of BDRC Continentalâ€™s proprietary customer experience tracking tools. James also has a degree in Finance and Accounting and an MA and CIM qualification in Marketing.

On joining BDRC Continental, James said,
"I am thrilled to be joining the team at BDRC Continental. At Sundial I worked very closely with VenueVerdict, Meetings Benchmark Tracker and, in particular, GuestRate, and I hope to use this experience to help guide enhancements that will benefit all of the current and future subscribers.â€•

Philip Coulter joins BDRC Continental as Client Services Executive. He will assume account management responsibilities for 20+ client hotel groups participating in VenueVerdict, GuestRate and Meetings Benchmark Tracker.

Prior to his BDRC Continental appointment, Philip worked for more than four years for global hospitality giant Marriott where he occupied both sales and operational roles here in the UK and in the US. Philip also holds a degree in International Business and Economics.

Philip Coulter said,
â€œI am delighted to be joining BDRC Continental. At Marriott my remit included communicating the implications of Guest Satisfaction Tracking data to colleagues and to initiate operational improvement. This experience will prove invaluable in my new role.â€•

Matt Costin, Director of BDRC Continentalâ€™s Hotels and Hospitality practice, commented,
"Our purpose is simple, to help hospitality operators to win and retain more business. I'm delighted to welcome James and Philip to BDRC Continental because the combination of their direct experience at the sharp end of sales, marketing and hotel operations, with our advanced consumer insight capabilities and 20+ years of experience, will deliver even greater value to hospitality client groups in 2011 and beyond."

About BDRC Continental
Please visit www.bdrc-continental.com

London - 11 January 2011