RSM Hires Ugam UK MD, Simon Glanville

Contributed by RSM
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RSM, the London based full service agency, announces the appointment of Simon Glanville as Director of Business Development.

Glanville will be responsible for client service and business development as the company focuses on growing its existing UK and international project management and data collection services in online and CATI.

For the past four years Glanville has been Managing Director Europe of India based outsourcing company Ugam and was previously General Manager of RONIN; he has more than 20 years experience of International B2B, Consumer and Healthcare data collection.

Glanville commented on the new role:
â€œRSM is an established provider of quality research consultancy and end to end data collection services for both online and CATI studies. Our aim is to build on this base as we grow our central UK team to provide fairly priced and creative solutions for the trickiest of International projects. We want to be the supplier of choice for clients who need timely and quality assured data servicesâ€•.

RSM has a twenty five year track record of researching hard to reach audiences, both B2B and consumer, and in recent years has grown Healthcare project support. The firm is committed to UK based project management and in-house data collection supplemented by local sample supplier relationships.

Senior Partner, Rick Dent, said:
â€œWe are delighted that Simon has joined our management team.Â He is an ideal fit to help implement our development strategy.Â Not only will he help to drive growth of our on-line and CATI service but we will also benefit from his expertise at developing international supplier relationships.â€•

RSM can be found at www.rsm1.com