Former BBC Research Manager Joins GfK Media

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GfK Media today announced the appointment of Jude De Souza as Research Manager on their ITV Panel account. In this role, De Souza is responsible for managing the continuous reporting panel of 8,000 respondents, with 3,000+ daily responses, investigating the ways in which people consume media and engage with media websites.

De Souza joins GfK from the BBC, where he worked for five years â€“ most recently as the News Research Manager, reporting on the audience challenges facing the BBCâ€™s News output, and, before that, delivering appreciation and other data to BBC executives via the Audiences Portal.

Commenting on De Souzaâ€™s appointment, Joanne Wilbraham, Joint Managing Director of GfK Media, said, â€œJudeâ€™s wealth of client-side experience in turning panel data into targeted business direction is a perfect match to our ov client-focused, consultancy approach. His depth of experience in working with different measurement techniques to understand audience needs will be a driving force within our forward-thinking media division. We are delighted that he has joined GfK.â€•

De Souza added
â€œIâ€™m extremely excited about being part of the GfK team. As Research Manager on the ITV Panel, I have a fantastic opportunity to work directly with this key client, helping them to mine the panel insights, to identify business implications and draw out the maximum commercial application from research. Working in such a client-focussed company is an energising prospect and one that I relish.â€•

De Souza is based in GfK NOPâ€™s London headquarters at Blackfriars Bridge.

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For further information, visit our website: www.gfk.com .

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