New Consultancy Director For Promise Communities

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Pioneering co-creation consultancy Promise Group is delighted to announce the appointment of Phil Burgess as Consultancy Director for Promise Communities.

Phil comes to Promise after more than five years at FreshMinds where he was Head of Consumer Research. He has consulted on a range of high profile research projects for FMCG, luxury and retail clients including Warburtons, Royal Mail and General Mills.

Phil is particularly passionate about using emerging technologies and social media to drive insight and innovation.

Recent projects have included repositioning a global snacking brand for the French market, co-creating new ice cream products with Mums, and analysing online conversations to identify white space in the cereal bar market in Brazil and Australia.

Phil recently co-authored and presented a paper on the benefits and challenges of using staff to co-create new products at Research 2011. Prior to FreshMinds, Phil ran his own business in the USA. He has a First Class degree in German and Business from the University of Warwick.

In welcoming Phil to the company, Promise Communities Director and Founder Doron Meyassed says, â€œPhil has an impressive record of achievement, from profound creative thought to practical hands-on implementation. We look forward to him bringing these qualities to his work and foster the rapid growth of Promise Communities.â€•

About Promise Group
www.promisecommunities.com

http://www.promisecorp.com/blog/

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