

BDRC Group Makes Four New Board Appointments

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Ambitious independent BDRC Group announces appointments to the Boards of both its agency and consulting business, BDRC Continental, and its operations business, Perspective Research Services (PRS).

Shiona Davies and James Myring have joined the BDRC Continental board. Davies is Director of Business to Business and Finance Research, overseeing the company's Business Opinion Omnibus and SME Finance Tracker surveys, a bank tracker, and a wide range of ad-hoc financial and B2B projects.

Myring is Director of Media and Internet Research and leads a team focused on tracking international broadcast media as well as the uptake and impact of new consumer technologies.

Additionally, Perspective Research Services, one of the UK's largest market research call-centre and online operations, sees the appointment of Ger-Jan van der Maten, Finance and Management Director, and Tom Stacey, Operations Director, to its Board.

Stacey manages all operational aspects of PRS's telephone units and nationwide face-to-face field-force, while van der Maten is responsible for all financial management aspects, and plays a key role in business planning and strategy.

“These promotions strengthen our already impressive senior management ranks and mark an important milestone in our Group's growth,” says Cris Tarrant, CEO. “The appointments also inject valuable skills and experience into our leadership teams, and are designed to provide us with the necessary platform to take the next step in the Group's development.”

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