Discovery Makes Two Senior Promotions

Contributed by Dicovery Research
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Discovery Research Limited is delighted to announce the promotion of Dani Verrall to Research Executive and Michael Webley to Associate Director.

Dani joined Discovery over a year ago as Graduate Trainee having obtained her BA at Cambridge and an MSc at Southampton. She has become a skilled qualitative and quantitative researcher. A valuable member of the team, she has worked across sectors including educational events, financial services, telecoms and FMCG, and on a wide range of research challenges including understanding kids and their media consumption. Dani has a particular interest in Behavioural Economics and research methodologies that encompass these principles.

Michael specialises in qualitative market research in FMCG, technology, finance and retail. Since joining Discovery as a graduate trainee seven years ago, he has embraced a range of methodologies, including online. Michael has developed into a dedicated, intelligent and creative researcher who relishes each new project. He has always taken a prominent role in the companyâ€™s charity activities, including the gruelling Three Peaks challenge.

Discovery Managing Director Trish Parker says,
â€œI am delighted to be recognising the contribution that both Dani and Michael make. It is even more pleasing that both started their careers with us and have dedicated themselves to learning - and excelling - in research.Â They are both evidence - if it were needed - of the value of hiring the brightest and the best, investing in them and offering as many opportunities for career development as possible. We look forward to continuing to see them flourish in their new roles.â€•

About Discovery Research Group
Founded in 1995 by experienced researchers Ken and Trish Parker, Discovery built and maintains its reputation by delivering groundbreaking, inspiring qualitative research. The company prides itself on its stimulating environment, where creativity is infused with the energy of a passionate, talented team to deliver high-quality research. For this reason, Discovery still works with clients who began working with them 15 years ago.

The company has grown into a group with three businesses:
Discovery Research (www.discoveryres.co.uk), the research company;

Spectrum (www.spectrumview.co.uk), the viewing facilities offering with custom-designed locations in Southgate, central London and Leeds, and

The Thinking Shed (www.thethinkingshed.com), a tool designed by qualitative researchers to maximise the web to enhance and improve the respondent-researcher experience.

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