Echo Appoints Integrated Services Director

Contributed by Echo Research
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Echo Research has appointed Sam Knowles as Integrated Services Director.Â Working in partnership with Echoâ€™s new owners Ebiquity, he is responsible for developing and selling integrated research services that measure the impact of earned, owned and paid-for communication on reputation.Â Sam joins from global PR agency Salt where he had been Planning and Strategy Director since 2006.

Sandra Macleod, CEO of Echo says:
â€œThe incorporation of Echo into Ebiquity means that, for the first time, a single company can analyse and source insight from marketing spend across all channels â€“ advertising, sponsorship, traditional PR, and social and digital media.Â We have brought Sam on board at this time to turbo-charge the integration of our services and lead the development of new approaches that bring together all our disciplines. In this way he is helping support both Echo and Ebiquity clients in their need for integrated measures and KPIs. We're delighted to add Sam to our deep and expanding pool of talent and experts.â€•

Sam has a track record of strategic business development with blue chip national and multi-national brands. He has extensive experience growing business in retail (Tesco, Thorntons and Wickes), FMCG (Knorr, Lipton, Domestos and Tilda) and professional services (RBS/NatWest and Reed Elsevier).

â€œIn a social media world, where brand management is now the province of both brand owners and their customers, only Echo and Ebiquity can measure and demonstrate ROI in the round,â€• adds Sam. â€œIâ€™m thrilled to take on this challenge a believe that our truly integrated approach to research and measurement will prove a compelling offer to brand custodians worldwide.â€•

Sam has worked in PR consultancy for more than 20 years, in strategic planning and business development roles.Â Originally a Classics graduate, Sam also holds a doctorate in Experimental Psychology, giving him a rich understanding of human motivation and behaviour.

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