FreshMinds Expansion Continues With Announcement Of Ten New Appointments

Contributed by Freshminds
Tuesday, 29 November 2011

Building on the growth and expansion reported by the Group earlier this year, FreshMinds Research today announced that it has made a number of new appointments.

Joining the Consumer Healthcare Team as Research Consultant is Katie Buckley, who has six yearsâ€™ strategic quantitative research experience. She joins FreshMinds from TNS-BMRB where she focused on behaviour change and social marketing research.

Joining her is Mandeep Samra as Senior Research Executive. Mandeep has extensive public and third sector experience, and was most recently at Cordis Bright Consulting.

The Consumer Team has been strengthened with the addition of Ruth Lowsley and Rita Menezes.
Lowsley joins as Research Consultant and was previously employed as a consultant at KAE with responsibility for end-to-end delivery of large-scale projects, co-ordinating multiple streams of qualitative, quantitative and desk research.
Menezes joins the team as a Research Executive having previously been employed at Reed Business Information as a Markets Reporter where she worked on weekly market pricing reports and sector publications.

The Financial Services and Professional Services Team has appointed Meaghan Johnson and Natasha Vashisht.
Previously at KAE where she managed UK and international clients within the financial, business services, and technology sectors, Johnson joins the company as Senior Research Executive. Vashisht joins as Research Analyst having previously held internships at the European Commission, APCO Worldwide and News International.

Liam Everett and Hibi Racs have joined the business as part of the RED Team.
Everett joins as Senior Research Executive from Optimisa Research where he undertook qualitative and quantitative research for a broad range of clients including major brands in the retail and media sectors. Racs assumes the role of Operations Executive and comes from Decipher, where she was Fieldwork Manager for three years in their digital media research department, working across a range of platforms on behalf of media clients.

Emily Gibbons joins as a Research Administrator having had previous insight experience gained in an infant research unit. Also joining the Research Team as Business Development & Marketing Manager is Sam Holmes, who has 17 yearsâ€™ experience working with London agencies in the fields of brand engagement, identity, communications and NPD.

Annette MÃ¼ller, Managing Director at FreshMinds Research, commented,
â€œWe are delighted to welcome these newest members to our team. They are all smart individuals who will help to deliver expert advice to our growing client list.FreshMinds Research has performed well above targets in 2011 and we are looking forward to an even better year in 2012â€•.

About FreshMinds Research
For more information, please visit http://www.freshmindsresearch.co.uk/

London - 28 November 2011