# Simon Mottram Joins YouGov Financial Services Consulting As Director

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YouGov is delighted to announce the appointment of Simon Mottram as Financial Services Consulting Director.
Prior to joining YouGov, Simon worked as a consultant for a number of large organisations, advising on insight, brand and communications and digital initiatives.

Previous to that Simon worked at Research International, heading up the Financial Services, Media and Technology Team.

Simon began his career in the brand and communications sector which provided a broad knowledge of the industry as well as an understanding into the marketing challenges faced by companies, in the current economic climate.

With over 15 yearsâ€™ experience working across Financial Services, Media and FMCG sectors, Simon has worked with a broad client base including Citibank, HSBC, CapGemini, Standard Chartered, Coca-Cola, American Express, Accenture and GSK. Although practised in working within different sectors, Simonâ€™s main specialism is financial and professional services.

Having worked at each stage of the lifecycle of a brand; innovation and product development, brand definition, brand launch and communication planning; Simon has extensive expertise in this area and is perfectly placed to add to YouGovâ€™s Financial Services offering.

Adele Gritten, Head of Media and Financial Services Consulting says:
â€œSimonâ€™s breadth and depth of marcomms and Financial Services knowledge will be a fantastic boost to our team. We ar delighted to have Simon on board as we further develop and expand our financial and professional services consulting offer more generally.â€•

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