Rob Davis Joins YouGov Media And Financial Services Consulting As Research Manager

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YouGov is delighted to announce the appointment of Rob Davis as Research Manager in the Media and Financial Services Consulting division. Though the role has a particular focus on financial services, Rob will also work on media projects intermittently.

Prior to joining YouGov, Rob spent nearly three years at Nunwood working across retail, finance and telecommunications sectors. During this time, Rob managed projects for key clients including Barclaycard, Tesco.com and Virgin Media.

Rob started his career as a graduate at Ipsos MORI rotating around the P&G, Retail and FMCG teams. He then settled in the Retail division where he was responsible for servicing the Sainsburyâ€™s and B&Q accounts.

Adele Gritten, Head of Media and Financial Services Consulting says:
â€œWeâ€™re delighted to have Rob on board. Rob is a great, all-rounded researcher. His expertise in working across large accounts is a significant boost to the team as we continue to grow the FS consulting side of our businessâ€•.

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