DigitalMR Appoints Tom Hogg As commercial Director To Forge Deeper Client Relationships

Contributed by DigitalMR
Thursday, 15 March 2012

Social media research specialist DigitalMR has recruited Tom Hogg from Kantar Worldpanel to join as commercial director in March.

The appointment of Tom marks the next phase of growth for DigitalMR. Building on our continued development of innovative solutions for our clients, we can now give greater focus to bringing these solutions to marketQuote end

Tomâ€™s previous role at Kantar Worldpanel was business development director, where he worked with fresh foods fmcg clients in setting up consumer panel research services to deliver critical business insights.

He joins social media research specialist DigitalMR to implement sales and marketing strategies to promote awareness and drive uptake of its online research portfolio.

DigitalMR has developed a range of social media research tools and techniques since its inception in August 2010. The demand now exists to forge deeper relationships and work in partnership with clients, to share expertise and enable clients to get maximum value from their social market research programmes.

Tom has a global remit and will be based in London, reporting directly into DigitalMR Group MD, Michalis Michael.

Commenting on the appointment Michael said
â€œThe appointment of Tom marks the next phase of growth for DigitalMR. Building on our continued development of innovative solutions for our clients, we can now give greater focus to bringing these solutions to market.â€•

Tom brings 8 years of professional experience in market research and strategy consultancy to the company and said of his appointment,
â€œItâ€™s great to join at this important stage of growth and development, at a time when digital research is providing new and innovative types of insights to marketers. The team has developed an impressive range of solutions and Iâ€™m looking forward to using them to help our clients use customer engagement to its full potential.â€•

About DigitalMR
For more informaton please visit http://www.digital-mr.com/

London (PRWEB UK) - 13 March 2012