ICM Announces Two Senior Appointments

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ICM Direct has made a series of senior hires over the last few months to further strengthen the data collection offer to its clients. The culmination of this initiative is the appointment of Neil Sykes to the board, and the arrival of David Reeves.

Operations Director Neil Sykes has been promoted to the Board of ICM Group, with overall responsibility for the companyâ€™s significant data collection operation: ICM Direct for telephone and online, and Fieldwork UK for face-to-face research. Neil has over 20 years in research operations having joined ICM Direct 11 years ago as a telephone centre manager.

David Reeves joins ICM as Production Director overseeing all telephone and online operations. David has over 20 yearsâ€™ experience in the research industry specialising in complex telephone research. He was most recently at Ipsos MORI. David joins an experienced team in the companyâ€™s Camden office which includes Pat McCarthy, Online Director and Rebekah Joseph, Field Director.

Neil completes his team with the promotions of Vicky Heron to Associate Director, Data Processing and Mona Blaute to Associate Director in Production.

Now that the Operations team has been reorganised, Board Director James Turner, who was tasked with overseeing the process, will be leaving ICM Group at the end of April to pursue an opportunity outside of the group.

Andrew Wiseman, ICMâ€™s Managing Director, says:
â€œI am delighted with the new structure within our Operations team which will reinforce ICMâ€™s reputation for delivering quality research fieldwork to clients. The calibre and expertise within the existing team is world class, and these additions will further strengthen our position as an innovator in data collection.â€•

About ICM
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