StrategyOne Adds To UK Team As Growth Accelerates

Contributed by StrategyOne
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James Turner Appointed UK Managing Director

StrategyOne, Edelman's insights and analytics subsidiary, has named James Turner head of its UK research division. Turner will be leading a growing StrategyOne insights group as well as managing an analytics team that provides measurement, digital research and media monitoring.

The announcement comes on the heels of rapid EU growth for the research firm including work for clients such as GE, Norton, Richemont International, Starbucks, Shell and BDO International Limited.

â€œJames brings an entrepreneurial spirit and cutting edge thinking on how to integrate brand insights, media communications, and social media trends for our clients,â€• said Laurence Evans, StrategyOneâ€™s President of international operations. â€œThe UK is a vital hub for both Edelman and StrategyOne growth and James who is highly regarded in the UK research world will help both organizations take evidence based communications to the next level.â€•

Turner leaves his current role as an ICM board director, where he is responsible for several large clients, fieldwork operations and developing services. Before ICM, Turner was director of research communities with FreshMinds, a brand consultancy, and prior to that was head of Research for BT until 2008. Â

Steve Lombardo, StrategyOne global CEO, added:
â€œWe strongly believe that research today is about the intersection of big data with beautiful data.Â James is perfectly suited to drive the integration of multi-audience, multi-country insights we manage out of London with digital analytics and compelling visual storytelling.â€•

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