Discovery Group Promotes Alan Hathaway To Managing Director

Contributed by Discovery Research
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Discovery Group is delighted to announce the appointment of Alan Hathaway to the newly created position of Managing Director of its research division.

Trish Parker, CEO of Discovery Group, says,
â€œThis is a very well-deserved appointment. Alan is an inspiration to us all. He is innovative, creative, yet logical, in his thought processes, and totally committed to the market research
industry, where he is held in high esteem by clients, colleagues and competitors. Ken and I are confident that he will develop this new role, and Discovery Research, in exciting directions.â€•

Alan joined Discovery in a â€˜temporaryâ€™ role after graduating from Loughborough University in 1995 when the company consisted of just two people. During his 17 years at the company Alan has worked tirelessly to not only build the Discovery Research business, but to develop his own expertise. In 1998 he took advantage of the companyâ€™s sabbatical programme, using the opportunity
to work in market research in Australia for a year.

Having always regarded staff development as a priority, company founders Trish and Ken Parker are delighted to see their first graduate trainee rise through the ranks to Managing Director of Discovery Research. Part of the 40- strong team at Discovery Group, the research arm now has 15 full time employees. Although Discovery made its name in qualitative research, it successfully added quantitative research to its offering a couple of years ago.

Discovery Research clients include Barclaycard, BBC, Dixons, Orange, RBS, Shell, and Virgin Media.

About Discovery Research Group
For more information please visit www.discoveryres.co.uk

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