IPSOS MORI Strengthens Retail and Leisure Team

Contributed by IPOS MORI
Thursday, 26 January 2006
Last Updated Thursday, 26 January 2006

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Appointment reflects continued growth accelerationÂ

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The Retail and Leisure division works for many of the UKâ€™s leading names in retailing, offering a wide range of bespoke research methodologies across a large number of sectors such as grocery, DIY, leisure, FMCG, food service, property development, and entertainment.

Susanne was previously insight manager at Geronimo Consulting, and was responsible for the companyâ€™s biggest FMCG client, overseeing brand and category planning. Susanne was also in charge of all UK ad-hoc research.

In her new role at Ipsos MORI, Susanne will be managing a team of ten, and will draw on her experience and market knowledge to lead projects across a number of clients and sectors. She will also be tasked with continuing to drive the growing division and its client base in the New Year.

Susanne will be reporting to deputy managing director of Ipsos MORIâ€™s Insight Division, Sharon Hodgson, who commented:

â€œSusanneâ€™s considerable experience in both research and marketing consultancy enables her to interpret research information from the clientâ€™s perspective, and this added insight will be invaluable in building on our successes and driving business forward in 2006.â€•

Susanne added:

Â â€œIpsos MORI has an excellent reputation for innovative research which really taps into consumer thinking and behaviour.Â With the Retail and Leisure division providing research across a large number of clients and industries, there is enormous scope for growth, and I look forward to working with the team to achieve this.â€•