Key Appointment Strengthens Business Drive For eDigitalResearch

Contributed by eDigital Research
Tuesday, 10 July 2012

Leading market research specialists eDigitalResearch have appointed Neil Callaghan to the position of Head of Business Development to help lead a major business drive for the company. Neilâ€™s new role will involve growing and developing the business to help maintain their record-breaking year on year growth.

Neil joins eDigitalResearch after six years of working for Nielsen within the Decisions Made Easy business unit, specialising in solutions for FMCG suppliers and retailers. Neil started his career at Marks & Spencer and has since built up over twenty yearsâ€™ experience working in various management, insight and sales roles and will become a vital member of the eDigitalResearch business development team.

eDigitalResearch have seen phenomenal growth over the past several years as more and more companies realise the potential that digital market research has to offer. By combining research knowledge, technical expertise and art designers all under one roof, eDigitalResearchâ€™s unique offering allows them to build bespoke insight programmes for all clients and design solutions for a whole host of challenging research projects.

Neil Callaghan, Head of Business Development, commented,
â€œI am absolutely delighted to be joining such a progressive and innovative team of people at eDigitalResearch. Their mix of insight knowledge and technical expertise all under one roof means that they can tackle a range of unique and tailored research projects and Iâ€™m excited to see how we can help to revolutionise insight programmes for a whole host of new clientsâ€•.

Alongside Neil, eDigitalResearch are also promoting Technical Manager Ben Benson to Business Development Manager for Major Projects. With his unique technical knowledge and skills, Ben will bring an additional dimension to the business development team and allow clients to truly understand the unlimited capabilities of the eDigitalResearch system and platform, having worked at the company since 2009.

Derek Eccleston, Head of Research at eDigitalResearch, comments,
â€œThese two new important appointments within our business development team will help us to understand client and prospect needs and strengthen our product offering as a result. We believe that we offer something truly unique and with both Neil and Ben we are now able to help clients realise the endless possibilities that eDigitalResearch products and services have to offerâ€•.

About eDigitalResearch
Please visit www.edigitalresearch.com for more information

29 June 2012