ICM Boosts Team With Bright Young Talent

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ICM Research has recruited a new Project Director and reinforced its omnibus team with two new Research Executives.

Newly appointed Project Director Jan Jesenovec joins the Media and Technology team to work on key accounts across the business. He has six years of market research experience spanning TV audience measurement, FMCG and retail gained whilst at Nielsen, Kantar Worldpanel and most recently Synovate. His experience of working with technology clients including Nokia and HTC on multi-country communication and branding trackers will prove extremely useful for ICMâ€™s media and tech clients.

ICM has also appointed two new Research Executives, Hannah Mills and Liina Tohv, to work on ad-hoc domestic and international omnibus projects.

Prior to working for ICM Hannah Mills worked for TNS as part of its omnibus team. She joined the company to work on the NestlÃ© account following a yearâ€™s placement in the Consumer Department as part of her Marketing Management degree.

Liina joins ICM from Ipsos London. Whilst there, Liina was seconded to work in Geneva for four months on large-scale international brand and communications trackers.

Andrew Wiseman, Managing Director of ICM Group, welcomes the new team members,
â€œWe are delighted to have attracted such ambitious talent to the team. Our value lies in the quality of our staff, and I am confident that our business and that of our clients will benefit from these recent appointments.â€•

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