Teresa Lynch Joins ICM’s Operations Division As Data Services Director

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ICM Research has made a senior appointment to its Operations division.

Teresa Lynch joins ICM as Data Services Director with almost three decades of experience in market research operations. She has worked with practically every major advance in data collection, analysis, reporting and delivery; co-ordinated worldwide integration programmes on behalf of global brands; advised major corporations on the organisation, reformatting and modelling of databases; and managed data protection compliance programmes.

Beginning her career at IMR and RS Consulting, Teresa went on to help set up Kudos Research in 1986 and grow the company from a six station CATI operation to a major player in multi-mode international data collection and analysis. She subsequently worked in operations management for Virtual Surveys. Most recently Teresa was Features Editor for MrWeb, the market research news and jobs site. Â

Teresa is by her own admission something of an â€˜operations obsessiveâ€™.
â€œHaving spent the vast majority of my career in operations, I was extremely choosy about my next career move. I am delighted to have joined a team that is as quality focused and fanatical about data integrity as I am,â€• she says.

Andrew Wiseman, Managing Director of ICM Group:
â€œWeâ€™re delighted to have recruited someone of Teresaâ€™s calibre and expertise. She not only brings with her extensive experience but an outstanding knowledge of the systems, protocols and documentation associated with the achievement of the rigorous research quality standards we demand. She will be an invaluable addition to the team.â€•

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