

The NPD Group Announces New Business Structure And Executive Leadership Appointments...

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In Europe to better serve clients and retail partner

Company Names David Pritchard General Manager

The NPD Group, Inc., a global leader in consumer and retail market research, today announced a new business structure and executive leadership appointments. These changes are being implemented in order to build on strong growth in Europe to enhance The NPD Group's ability to better serve its industries, clients and retail partners. It is designed to maximize the Company's cross-functionality across multiple industries and countries, and to complement its current and upcoming products and services.

"We have reorganized European management to better align The NPD Group with the changing needs of our clients and retail partners," said Michel Maury, group president for The NPD Group in Europe. "In order to support our growth in Europe, the company has increased efficiency and enhanced its client support, which will allow us to experience continued success and to capitalize on expansion opportunities."

In this new organization, under Michel Maury's authority as group president for Europe, David Pritchard has been appointed to general manager of all commercial activity across Europe.

Pritchard was previously the head of NPD's European Toys where he led the company's sales tracking businesses for the toys industry in Europe. In his new role, he will oversee sales, and lead and develop all NPD businesses in Europe, including Beauty, Sports, Toys, Foodservice, and the company's Retail Business Group. Prior to his roles in Europe, Pritchard was a vice president in The NPD Group's Entertainment & Communications group and led product management for NPD's U.S. Toys business. Pritchard holds an MBA from University of California at Berkeley

Reporting to David are Anne De Chanaleilles, senior vice president of Sports and Toys for Europe and Russia, Martine Ringwald, senior vice president of Beauty for Europe, Jochen Pinsker, senior vice president of Foodservice Europe/Russia and European sales, and Giovanna Pirrone, executive director of Retail Business Group for Europe.

Anne De Chanaleilles has 25 years of experience in marketing, having worked in various roles at major corporations, including senior marketing manager at Mattel. She joined The NPD Group in July 2010, and has a post graduate degree in Marketing from University Paris 1/Panthéon Sorbonne.

Martine Ringwald has more than 30 years of experience in research studies and marketing, which includes positions of responsibility, management and organization for Non Food Panel and Prestige Beauty in Europe. She joined The NPD Group in 2003 after a career at TNS Sofres, and is a graduate of ESC "EM/Le Havre" Caen.

Jochen Pinsker, whose work career started in managing professional sports clubs in football and ice hockey, has been working in the Foodservice Market since 1996. He joined The NPD Group in 1998, and holds a Master of Sports Management from the University Bayreuth/Germany.

Giovanna Pirrone has 20 years of experience in market research. She joined The NPD Group in 1999 from Nielsen Italy, and holds a post-graduate degree in International Trade from Bocconi University/ Milano.

About The NPD Group, Inc.
For more information please visit <http://www.npd.com/>

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