

BDRC Continental Boosts Its Financial & Business And Hotels & Hospitality Divisions

Contributed by BDRC
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BDRC Continental today announces four new appointments in its Financial & Business and Hotels & Hospitality divisions.

Caroline Ahmed rejoins the agency as Commercial Director with responsibility for managing and growing the Financial & Business division's client list, which already comprises major high street banks and insurance firms. She brings with her expertise in customer experience, branding and communications testing and is also tasked with extending the team's mobile offering, including contactless payments. Caroline originally joined BDRC in 2005, leaving to head up Foolproof's Insight and Practice operations.

BDRC Continental's Hotels & Hospitality division welcomes Quintin Matthee as Senior Research Executive, James Harrison as Research Executive and Delia Williams-Falokun as Research Assistant.

Quintin's background spans both marketing and insight roles in the UK and France, most recently at 2Europe. His core responsibility will be to manage global fieldwork and reporting of the division's flagship Hotel Guest Surveys. He will be supported by James whose focus will also be on data analysis and reporting. Delia will be responsible for supporting users of our market-leading Customer Experience Management programmes.

Dr. Cris Tarrant, CEO of the BDRC Group, comments:

"I'm delighted to see both our Financial & Business and Hotels & Hospitality teams expanding. It is particularly pleasing to welcome back staff members and Caroline's return signals the fifth member to rejoin the Group over the past year. She follows Piers Lee who returned to take up the position of Managing Director of BDRC Asia in Singapore, Katie Vosper who rejoined as Research Director in the agency's Travel, Tourism & Leisure team, and Abi Styles and Annette White who both came back on a part time basis to allow more time for their charitable work and family respectively. I believe their return is testament to BDRC's commitment to its people and working practices, and I wish them all every success for their future career with us."

About BDRC Continental

For more information please visit www.bdrc-continental.com

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