

Seven New Hires Join MMR Research Worldwide's UK Team

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Fresh talent and expertise will be brought to MMR Research Worldwide (MMR) as seven new recruits are welcomed to the consumer insight and sensory specialist for the food, drink, personal and household care sectors. The team will be bolstered at all levels from client services director, Janine Gamon, to associate directors Dan Hibbs, Tim Button and Tom Pile, who together bring with them over 30 years' market research experience, as well as trainee research executive Alice Parry who comes to MMR straight out of University. The new members of the MMR team will be split between the company's Wallingford, Oxfordshire headquarters and its London office.

Janine Gamon, client services director, has been working in the market research industry since 1986. Having begun her career as a hospital manager, Janine has transferred her interest in social issues to work for BMRB, TNS, Millward Brown and has even run her own research business.

Tom Pile, associate director, joins MMR's London team from TNS, where he worked for the past five years focussing on qualitative research. With 11 years' experience in the research industry, Tom has also earned a postgraduate diploma from the Chartered Institute of Marketing.

Dan Hibbs, associate director, has over 10 years' experience in market research, having overseen everything from category vision project and brand strategies, to launch roll-outs and in-store execution. Dan joins MMR's Wallingford office having previously been responsible for optimising the global innovation pipeline of the Reckitt Benckiser Healthcare division at Nielsen.

Tim Button, associate director, joins MMR as an associate director having worked for the last ten years across two large research agencies, including BASES. Tim will work on beverage, personal and household care projects from MMR's Wallingford office.

Helena Nilsson-Ghosh, research manager, joins after seven years' experience within the market research industry. Having worked as a technical support officer and media researcher earlier in her career, Helena brings her varied qualifications such as a masters in applied social and market research from the University of Westminster to MMR.

Mark Osborn, survey programmer, is looking for a fresh challenge, having come to MMR from Maritz Research, where he built online surveys for a variety of large international clients. Mark has over four years' experience in the design and implementation of surveys.

Alice Parry, trainee research executive, has opted for a career in the market research industry following the completion of her BSc in Psychology, at Leeds University. Alice will be based in MMR's Wallingford offices.

About MMR Research Worldwide
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