Added Value Appoints Global CEO

Contributed by Kantar
Wednesday, 15 May 2013
Last Updated Tuesday, 03 September 2013

Brand development and marketing insight consultancy Added Value announces the appointment of Bart Michels as global CEO, effective 1st July. Michels, currently managing director of the companyâ€™s UK office, takes over the role from Janine Hawkins, who is leaving the company.
Michels assumes responsibility for Added Valueâ€™s overall global business performance. He will report to Kantar CEO Eric Salama.

Michels has a close association with many of the companyâ€™s major global clients, including Barclays, Vodafone and GSK. Under his tenure as MD in London, the company has twice featured in the prestigious Sunday Times â€œTop 100 Best Small Companies to Work Forâ€• listings.

Prior to joining Added Value in 2003, Michels held a number of client-side roles in marketing and brand management at companies including GSK, Kelloggâ€™s and Coca-Cola and latterly oversaw the brand merger between NTL, Cable & Wireless and Telewest.

For further information please contact Lindsay McMurdo at lindsay.mcmurdo@kantar.com or on +44 7768 591977.