Joan Miró, Appointed as the New Netquest Iberia Country Manager

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Netquest, a leading online panel company in the market research industry, recently announced Joan MirÃ³ as Managing Director of Netquest Iberia. MirÃ³, in his own words, has the aim of â€œkeeping committed to the consolidation of a quality online research supporting the needs of the online situation in Spain and Portugalâ€•.

Joan holds a bachelor and MBA from ESADE and has a wide experience of over 15 years in the online marketing and market research field. Previously, he held the position of Global Panel Development Manager from which he led the development of Netquest panels in Latin America. MirÃ³ is now assuming this newly created position in order to disassociate the national business from the international one, to foster closer ties with the current clients and, together with them, to focus on quality and innovation. According to MirÃ³: â€œmy aim is to promote online fieldwork innovation through new products, methodologies and interphases, developed jointly with our clients, to maintain Netquestâ€™s leading innovation position in the industryâ€•. Career Joan MirÃ³ has worked for multinational corporations such as HP, where he spent two years as Relationship Marketing Manager, and in Lastminute Group, where he managed the Travelprice Marketing Department (2000â€“2004). Before joining Netquest, Joan led Elogiaâ€™s Research Divison, company where he became Country Manager. Press contacts

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