Launch of Dedicated Qualitative Recruitment Agency - Cherry Picked

Contributed by Cherry Picked
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Cherry Picked, a new dedicated qualitative fieldwork recruitment agency offers bespoke research recruitment services to both UK and international businesses.

The company specialises in a variety of audiences including hard to reach groups such as senior stakeholders and opinion formers. Clients already on board include River Research, Naked Eye Research and Sponsorship Intelligence. The business was established in response to demands from clients for a unique and experienced approach to fieldwork management. Natalie Read, Fieldwork Manager at Cherry Picked, commented, â€œWe spent a long time understanding the needs of the research industry and identified a gap in the market for trusted fieldwork partners. As a result, Cherry Picked has a unique offering that adds value to agencies and helps enhance the existing relationships they have with their clients. I am looking forward to sharing my knowledge and experience, and really demonstrating the impact that first rate recruitment can have on research quality.â€• Cherry Picked will be based in London and is part of the CIE Group. For more information please visit http://www.cherrypickedresearch.co.uk/