Verve Builds Out Specialist Qualitative Team

Contributed by Verve
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Verve has announced the appointment of three additional senior team members with specialist qualitative skills, to support this rapidly expanding area of its business.

Richie Jones joins as Digital Communities Director â€“ previously of Tuned In, and before that at full service agency FreshMinds for eight years.Â Jones will be responsible for bringing his qualitative experience to key accounts as well as developing and expanding the digital qualitative offering of the business. Other new team members include Tim Martin (Associate Director) and Lisa Chautard (Associate Director).Â Martin joins from Ipsos Mori, and will be providing his expertise to a key Verve account. Chautard has spent four years at specialist qualitative agency, Spring, working with some of their biggest accounts, and was previously at Sorgem in Paris. She will bring face to face qualitative expertise to clients across account teams. Andrew Cooper, Verve CEO, comments: â€œAt Verve we are research technique neutral â€“ rather we will take whatever is the best approach to address our clientâ€™s business problem â€“ be that quant or qual, online or offline.Â As specialists in using Community Panels for research we are investing in providing a one stop shop of research specialism to make Community Panels sing, dance and really perform for our clients and their stakeholders.â€• Cooper continues: â€œRichie, Tim and Lisa bring not only strong experience, but also creative and ambitious minds to help us challenge and develop the way in which qualitative Community Panel research is undertaken.â€•

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