GfK UK Appoints Oli Bailey as Business Development Director, Mystery Shopping

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GfK has appointed Oli Bailey as Business Development Director for its Mystery Shopping division, one of the leading global providers in this specialist field. Oli will also have a focus on integrating the global mystery shopping offer with the companyâ€™s Brand and Customer Experience solutions to help clients better understand todayâ€™s complex consumer purchase journeys.

Oli brings more than16 years of global research and insight experience to his new role, as well as a breadth of sector knowledge including Automotive, Retail, Technology, Financial Services and Transport. Prior to joining GfK, Oli was Head of Mystery Customer Research, Retail & Shopper and Technology at TNS, working with major telco and retail brands. Oli says: â€œIâ€™m hugely excited to be joining the GfK business. Combining the companyâ€™s leading global myste shopping offer with GfKâ€™s unrivalled capabilities in retail data collection and analytics provides a truly unique market offering. GfKâ€™s extensive network ensures we deliver that offer consistently across geographies to give clients truly connected insights.â€• For more information regarding this article please visit: www.gfk.com|@GfK_enFollow Market Research World on Twitter or join in the conversation with our LinkedIn Group