

## Facts International Grows Insight Team

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Leading research agency, Facts International, today announced the appointment of Gemma Stephenson as Research Manager. As a commercially focused business leader with over 10 years experience in the research sector, Stephenson brings extensive expertise to this role.

Prior to her role at Facts International, Stephenson was an Account Manager at Medefield where she was responsible for key European healthcare clients as well as developing and delivering an innovative new web based online qualitative research tool. Before this, she was Business Development Manager at Active Group Ventures where she oversaw the expansion of sales across both Europe and APAC. In this role, Stephenson led major client accounts including Reckitt Benckiser, Ipsos, and Roche Pharmaceuticals. Managing Director of Facts International, Emily Kettle, said of the new appointment: “As the Facts International business continues to grow, we need strong individuals like Gemma who can bring their expertise to the team and help deliver excellence across all areas of research. She has an impressive level of research know-how and is a proven insight professional with the highest professional standards. We’re delighted to have her join our team.” Stephenson commented on her new role: “It’s a real privilege to join the exceptional team at Facts International. I’m excited to get started and using my past experience to help deliver high-quality insight to some of the world’s leading brands.”

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