BDRC Continental Responds To Business Expansion With New Team Structures

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BDRC Continental has created two new divisions in response to business expansion. Each of the two divisions, Commercial and On the Move, is headed by a Managing Director promoted from within the company.

CEO Dr Cris Tarrant explained the reason for the new structure: â€œThese two new divisions have been created in response to our business growth. We pride ourselves on our deep sector knowledge, and this new structure enables better cross-pollination of our ideas, best practice, and award-winning methodologies and approaches such as Playsment and Tracktion. The BDRC Group now numbers 170 full time staff worldwide.â€• Ian Stevens has been appointed Managing Director of the Commercial Division, comprising Finance & Business, Media, and Sports & Sponsorship teams. A recognised authority in branding, NPD, customer experience and distribution, Ian co-founded BDRC in 1991 with Dr Tarrant. He has specialised in financial services at BDRC Continental and will continue to be responsible for several key client accounts in the sector. Matt Costin becomes Managing Director of the On the Move Division that includes the Travel, Tourism & Leisure, Transport, Hotels, Meetings & Hospitality and Public Sector teams. Matt joined BDRC in 2002 and has been Head of the companyâ€™s Hotels & Hospitality Division since 2008. Originally joining the company in 2001, Richard Smith has been appointed a Director of BDRC Continental and a member of the companyâ€™s Board. With significant international research experience, his main area of specialisation is qualitative research including the companyâ€™s proprietary technique ZMET. As well as these senior level changes, a number of other promotions have been announced:

- Joy Owen and Karen Troubridge have both been promoted to Associate Director
- Nat Wiseman has been promoted to Client Services Manager
- Nick Grigg has been promoted to Research Executive.

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