# Hall & Partners Appoints Caroline Frankum, CEO Europe

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With nearly 20 years of experience, Carolineâ€™s background spans all areas of quantitative and qualitative research for business strategy including: brand development, concept and pilot testing, programme commissioning, new channel launches and re-brands, multimedia brand migration, continuous brand, communications and CSR-focused tracking studies, consumer targeting and message communication optimisation, schedule and advertising campaign planning and development.

She most recently served as Hall & Partnersâ€™ Managing Partner, London, and before that, held various management roles in planning and research at BSkyB, UKTV, and Fox Kids/Jetix, part of Walt Disney Company. Global CEO, Vanella Jackson said: â€œCaroline has done a fantastic job in her role of Managing Partner of London. She has demonstrated amazing tenacity and drive, delivering outstanding work to our clients. She is an inspiration to everyone who works with her. I am confident she is going to make an even bigger impact as CEO, Europe.â€•For more information please visit: www.hallandpartners.com | @HallandPartners Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group