

Marketing Sciences Appoints New Leader for its Sensory Testing Team

Contributed by Marketing Sciences

Wednesday, 19 March 2014

Last Updated Wednesday, 19 March 2014

Marketing Sciences, an agency specialising in quantitative, qualitative, digital and sensory market research, has appointed Dr Debbie Parker as an Associate Director in its sensory testing team.

Debbie joins Marketing Sciences from BRI where she was Brewing Division Sensory Manager. With over 20 years experience in brewing research, Debbie is also one of only 37 accredited Beer Academy sommeliers in the world; only eight of which are female. Debbie will manage Marketing Sciences' sensory profiling lab in Westerham, Kent, which has been used in the profiling and reformulation of consumer goods and foods. Experienced at combining consumer work with sensory science, Debbie is able to provide a complete profile of products. She is also an accredited trainer, lecturing at the Siebels Institute in Chicago, and has been a representative on the European Brewing Convention Analysis Committee Sensory Group and the Institute of Brewing and Distilling Hop Industry Committee. Laura Ablett, Director at Marketing Sciences, said: "Debbie's extensive experience of sensory analysis combined with her in depth knowledge of brewing makes her a fantastic leader for our sensory team. Our clients are increasingly coming to us for support around reformulation and new product development to help them understand how they need to improve their products or whether consumers will notice product changes. Debbie's expertise in the alcohol sector will cement our capabilities in that area and her contribution to original research and development will complement our innovative approach to sensory analysis." Debbie is a Sensory Scientist with an Honours Degree in Biochemistry, a Post Graduate Certificate in Sensory Science and a Doctorate in Brewing Science. For more information please visit: <http://www.marketing-sciences.com/> | @MktingSciences