

Watermelon Grows Team Following Exceptional Financial Results

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Chime's specialist digital research arm, Watermelon Research, recently announced two new appointments and a senior promotion to the team.

Kensaye Russell and Michael Rose join Watermelon as a Consultant and Project Manager, and will support the team across agency and client accounts. Watermelon also announced the promotion of Mark Barrett to Director. Barrett is a core member of the Watermelon team and manages a number of clients that have come on-board in the last year due to the agency's exceptional growth. Watermelon Research is part of Chime's Insight and Engagement Group (CIE) - is continuing to build its team and capabilities, and offers a wide range of techniques including Voice of the Customer programmes and fieldwork services. Russell joins from M Market Solutions where he project managed a range of UK and international projects across sectors that include IT, healthcare, financial services and education. His expertise spans a range of methodologies, and he will manage clients in the financial services and technology sectors. Rose joins having spent over five years at Lloyds Banking Group in the role of Resources Delivery Manager. Rose will be working mainly within the financial services sector with one of Watermelon's key clients. Mark Squires, Managing Director of Watermelon and a Board Director at Chime's Insight and Engagement Group, commented: "These latest appointments are another step forward in the growth of Watermelon and demonstrate the commitment we have from the Group to invest in innovative, cutting-edge techniques to help brands better understand their customers. We are growing at an exceptional rate and pride ourselves on securing some of the best minds in the business to help deliver even better insight to our clients". For more information please visit: www.watermelonresearch.com | @WatermelonLTD