

Watermelon Appoints New Consultant as Expansion in APAC Continues

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Chime's™ specialist digital research arm, Watermelon Research, today announced the appointment of David Elias as Consultant to its expanding APAC team based in Sydney.

Elias joins Watermelon with almost 15 years'™ experience gained as a senior data analyst. He previously worked at CBR, TNS, Ipsos/I-View and The Digital Edge where he managed large tracking studies, FMCG and advertising projects, and he will play a proactive role in Watermelon's™ plans to expand in the APAC region.

Watermelon Research is part of Chime's™ Insight and Engagement Group (CIE) and launched its first APAC office in Sydney 2013 and since that time has grown significantly. It offers a wide range of techniques including Voice of the Customer programmes and fieldwork services.

Mark Squires, Managing Director of Watermelon and a Board Director at Chime's™ Insight and Engagement Group, commented: "As a Group, we are committed to investment in APAC and David's™ appointment will help to further support our clients in the region. We are growing at an exceptional rate and our cutting-edge techniques continue to enable us to help brands better understand their customers. It is a very exciting time for all of us at Watermelon."

"I'm delighted to be joining Watermelon's™ team in APAC at this important stage in their expansion and hope to be able to help make their second year in the region as successful as the first", Elias said.

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