

Suzanne Hernandez Strengthens MMR Research Worldwide's US Business

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Marketing and advertising strategy expert Suzanne Hernandez has joined MMR to head up its US business after rapid expansion and development of USA team.

MMR Research Worldwide (MMR) has appointed Suzanne Hernandez as US Head of Business, to oversee the development and expansion and to develop strategy for US business growth. Suzanne has over 15 years of experience in market research, having worked both client and agency side, developing expertise in consumer packaged goods, with a strong focus on innovation. She will be based at MMR's New York office serving the agency's clients in food, drink, personal and household care.

Suzanne previously worked at Undertone as Vice President of Research and Insights where she was responsible for understanding the driving principles for creating "standout brand experiences" for client brands. Prior to Undertone, she led the insights team for the Interactive Entertainment Division of Microsoft as well as global research agencies such as GFK, Vantis and BASES.

Suzanne Hernandez says, "I'm delighted to have joined MMR Research at such an exciting time in the company's history. My goal is to arm our clients with the insights and foresight that ultimately inform the most effective strategies for engaging with customers."

She went on to say, "MMR is world renowned for its innovative approach to research and I'm proud to be a part of the development strategy."

Press Enquiries

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