

Marketing Sciences Appoint Deborah Hall As Associate Director Of Retail Division

Contributed by Market Sciences
Tuesday, 17 June 2014
Last Updated Tuesday, 17 June 2014

Marketing Sciences, an agency specialising in quantitative, qualitative, digital and sensory market research, has appointed Deborah Hall as an associate director in its retail division.Â

Deborah joins Marketing Sciences from B&Q where she held the position of insight partner.Â She brings nearly 30 years of client-side experience to Marketing Sciences having formerly worked as the head of market research at Tesco and as insight consultant at Aviva and T-Mobile.Â As part of the retail team, Deborah will help lead our research into how and why shoppers make the decisions they do.Â Â Â

Deborah said: â€œI was keen to join a team which has a strong retail offer and which would give me the opportunity to work on creative and innovative research campaigns.Â Marketing Sciences has a fantastic client list and a culture of delivering top-quality insight, so for me it was a good fit.â€•

Danni Findlay, director of retail research at Marketing Sciences, said: â€œWe are very excited to welcome Deborah to the team. We have no doubt that her extensive client-side experience at blue chip companies will be invaluable to us as we constantly look to improve the insight that we deliver on retail and shopper behaviour.â€•

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