

Anne Lavielle to Head ORC International's New Offices in France

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Global market research firm, ORC International, announced today the expansion of its European presence with the opening of a new office in Sevres, south west of Paris.

The Sevres office is ORC International's first in continental Europe, and the 16th office to join the firm alongside the UK presence in London and Manchester, and offices in the US, Australia, China, Hong Kong and Singapore. The expansion also marks the firm's continued strategic investment to expand into the top 15 global economies.

Managing Director, Richard Cornelius says, "The expansion also comes as the French economy continues to revive post-recession and companies are now ripe for new insights to improve business performance, employee engagement, and customer experience. ORC International's expertise in the areas of Customer, Employee, Marketing, and Strategy research is well-positioned to support French businesses, and signifies a starting point for ORC International to service other European companies in the near future."

The new French office, which will be headed by Anne Lavielle, will enable the organisation to deliver market research services to a wider European audience.

A French national, fluent in English and with a working knowledge of German and Spanish, Anne joins ORC International with 15 years' experience in sales and business development, both in domestic and international territories, along with significant experience supervising multi-country research projects, having previously worked at Synovate/Ipsos.

Richard Cornelius, said: "Anne is a truly great addition to ORC International and her skills and experience will enable us to develop our presence further. Her joining marks an exciting time as she leads the way with ORC International's further expansion into Europe, heading up our first office on the continent."

Initially, Anne and the French office will be focused on Employee research, followed by customer research in the future.

ORC International is a leader in the art of business intelligence. We help companies explore, navigate and integrate insights to uncover what truly engages people around the world. With a focus on improving business performance and growth, we combine quality data, smart synthesis and a best in class digital platform to deliver transformative business insights across customers, employees, markets, and products.

Press contact:

Emma Batrick

+020-7675-1154

Emma.batrack@orcinternational.com