

Verve Strengthens Company With Seven New Appointments

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Verve, the specialist in Community Panels for research, has hired Ryan Garner (previously of GfK) to help continue to expand the breadth of services offered to their Community Panel clients.Â Garner is an experienced and commercial researcher in the emerging Personal Information Economy space, contributing to many opinion pieces.Â

Garner said: “The strong association between Verve’s Community Panel model and the opportunities to create value from understanding the application of the Personal Information Economy for our clients is very exciting.”

He continued: “As customers start to take greater ownership of their personal data (which the UK Government’s “Mission 2020” initiative is empowering) we at Verve will be ready to help our clients capitalise on the very many opportunities it presents.”

Andrew Cooper, CEO at Verve, added: “We are passionate about bringing new additional and adjacent services to our Community Panel clients” and the Personal Information Economy is without doubt a major area of opportunity for many of them in the near future.”

In addition to Garner’s appointment, Verve has strengthened several other areas of the company too. Warren Lister joins as Associate Director, qualitative research, working primarily on two key retail client Community Panel accounts.Â He is a specialist in retail, food and leisure research, previously at PHD Media, flavour and Rosenblatt. As well as: Lawrence Wykes (Senior Research Executive); Kasia Piskorska (Senior Research Executive); Geordia Watson (Research Executive); Matt King (Quality Assurance Executive) and Michail Melichov (Project Executive).