

Verve North America opens Toronto Operations centre led by Suzanne Costa

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Suzanne Costa, former head of private (client) panels at Research Now in North America to lead Verve North America's operations. Costa joins as Senior Vice President of Operations as Verve North America rolls out its full service quant, qual, online & offline Community Panel proposition for major brands.

Costa will be joined by Jack Lee (Senior Community Manager) and Megan Wardley (Community Manager) – both seconded from Verve London - as the business sets down its market-leading, fully integrated International Community Panel proposition in North America.

Costa comments: "At the heart of successful Community Panels are relationships that are built on trust and confidence. Verve's commitment to these relationships and the full-service research proposition fosters a truly engaging and rewarding experience for customers. I'm thrilled to be joining the remarkable community and culture that is Verve's."

Andrew Cooper, CEO at Verve, states: "We are excited about rolling out Verve's proposition in North America – no one else is offering a fully integrated quant, qual, online, offline offering which links attitudinal data with behavioural data and other data sources. We can create an unrivalled 360 degree view of the customer for our clients. Exciting times indeed!"