

Verve North America hires Charles Pearson as SVP Client Development

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Contributed by Verve
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Charles Pearson, Founder of EasyInsites, joins to lead client development at Verve North America. Pearson joins as Verve rolls out its full service quant, qual, online & offline Community Panel and research proposition in North America.

Pearson is a seasoned research and panel sales professional having held senior positions at Research Now, ComScore, MarketTools, Ipsos ASI, Nielsen and GfK amongst others.

In his new role Pearson will support Verve North America's clients in maximising the value their Verve Community Panel asset provides for stakeholders and decision makers across their business. He will work alongside Suzanne Costa, SVP Operations, at Verve North America to deliver this.

Andrew Cooper, CEO at Verve, states: "We are delighted to have Charles on board as we develop our position as full service Community Panel and research providers in the North American marketplace."

Cooper continues: "Charles has an immense depth of experience in servicing clients with their research and panel needs. Charles and I last worked together at Research Now on its very successful entry into the US market place, and I very much look forward to doing the same again " this time with Verve's full service Community Panel and research model."

Verve will be exhibiting at the TMRE in Boca Raton, Florida in October 20th-22nd.