

Preedy and Robinson join Verve to head up new strategic research proposition

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Rich Preedy and Olly Robinson join Verve to enhance and expand the proposition for their International Community Panel clients.

In addition five further new joiners announced as Verve's International Community Panel client base continues to expand.

Verve, the specialist in Community Panels for research, has hired Rich Preedy and Olly Robinson (previously of GfK) to help continue expanding the breadth of services offered to their International Community Panel clients. Rich and Olly bring their substantial experience in International strategic ad-hoc and tracking research along with data integration to a number of innovative new propositions at Verve.

Preedy comments: "Building on the accessibility and flexibility of Verve's existing Community Panel model creates exciting opportunities for our clients to significantly sharpen their understanding of their customers and create value in what is an increasingly customer-centric world."

Robinson adds: "Through building a continuous relationship between consumers and brands, Verve's platform has the flexibility to transform traditional research and insight capabilities."

Andrew Cooper, CEO at Verve, states "Growth at Verve continues apace and we are determined to add further fuel to the flame through expanding the range of strategic research services we can provide to our International Community Panel clients"

Joining Verve alongside Rich and Olly:

Sumana Pernot
(Thai Specialist)
Previously at Lightspeed Research

Laura Martin-Carrera
(Spanish Specialist)
Joining from Orange's Online Community team

Ben Kume-Davy
Research Manager - Specialist in brand tracking and advertising testing
Previously at Ipsos MORI

Hernan Farinas
(Spanish Specialist)
Previously at Elexu.com and Galterragolf.es