

Garner joins Verve as Director to head up Personal Information Economy proposition

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Ryan Garner joins to bring commercial thought leadership to Verve's Personal Information Economy proposition for their Community Panel clients.

In addition 6 further new joiners announced as growth at Verve continues apace.

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. Garner is an experienced and commercial researcher in the emerging Personal Information Economy space, contributing to many opinion pieces.

Garner enthuses, "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."

Garner continues, "As customers start to take greater ownership of their personal data (which the UK Government's 'Midata' 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, states: "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."