

GfK UK appoints James Llewellyn as UK Head of Shopper

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GfK has appointed James Llewellyn as UK Head of Shopper. With more than a decade of experience of researching shoppers, James will use GfK's extensive research sources to help clients get closer to today's omnichannel shopper, allowing them to optimize their retail strategies.

His experience spans all sectors, but with a particular focus on FMCG, retail and technology. Prior to joining GfK he was Head of Shopper for Nielsen in the UK. He has also held roles at SPA Future Thinking, where he focused on category development initiatives, and Millward Brown.

Richard Jameson, MD of GfK UK said: "James's appointment recognizes the increasing emphasis our clients place on understanding shoppers in today's multi-channel retail environment."

Adrian Sanger, Global Head of Shopper at GfK adds: "James will have a central role in helping clients get to know the shopper and guide strategies to win at the moment of truth". GfK has access to a range of data sources, drawing on insights gained from stores, consumers and shoppers."