

FreshMinds appoints two Senior Consultants to boost its team of insight and innovation specialists

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FreshMinds is strengthening its team of insight and innovation specialists, having appointed Ramona Bartlett and Martin Ash as Senior Consultants.Â Â

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Ramona Bartlett joins FreshMinds from Nunwood, where she has spent the past two years as an Insight Manager specialising in customer experience. Prior to Nunwood, Ramona worked at ABA Research and Millward Brown. Ramona brings a wealth of experience in retail and communications research to FreshMinds.

Martin Ash also joins the insight and innovation consultancy as a Senior Consultant. Martin has spent the past four years at Millward Brown and is a regular conference speaker, most recently appearing at the Connected Consumer Conference and Advertising Week Europe. As a specialist in digital research, Martin is a welcome addition to FreshMinds, which specialises in merging traditional and digital methodologies to uncover insight.Â Â

Commenting on the move, Martin said:

â€œItâ€™s fantastic to be joining such an energised company whose reputation precedes it - both for the talent it employs and the results it delivers for their clients.â€• Ramona added "I'm really looking forward to joining FreshMinds - becoming part of their dynamic environment and working with such a passionate team.â€•