

Marketing Sciences Unlimited announces four promotions to start the year

Contributed by Marketing Sciences Unlimited
Monday, 12 January 2015

Marketing Sciences Unlimited, part of the Creston Unlimited group of companies, has announced four promotions to start 2015. The move follows a strong year for the company which saw it acquire specialist neuroscience company Walnut and be shortlisted for the MRS best agency of the year.

Deborah Hall has been made Research Director following an initial six months at Marketing Sciences. Deborah has nearly 30 years of client side experience gained at B&Q, Aviva Healthcare, T-Mobile and Tesco and has used this to bring in new business as well as further develop projects with existing clients. As part of the retail team, Deborah has helped lead research into how and why shoppers make the decisions they do.

Gerry Curtis has also been promoted to Research Director. Gerry works within the qualitative team which has grown considerably in recent years due to increasing demand for this type of research. He has more than 15 years' research experience including time at Ashdown Group as a director with expertise in the FMCG, IT, financial and telecoms sectors.

In addition Sadie Buckingham has been promoted to Associate Director and Becky Hutchins to Senior Research Executive.

Jane Rudling, managing director at Marketing Sciences, said: "Marketing Sciences had a fantastic 2014 and we're delighted to recognise the fantastic talent we have within our team. We expect 2015 to be very busy for the research industry as companies turn to data and insight to help them grow in an improving economy."