

The NPD Group Expands Maury's Role To Head Up Operations in Asia Pacific

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Ex IPSOS GM Joins European Executive Committee as General Manager of Commercial Activities for Europe
The NPD Group, Inc. , a global leader in consumer and retail market research, today announced an expanded role for Michel Maury, previously group president for The NPD Group in Europe. Maury will now manage the firm's operations in Asia Pacific in addition to his existing responsibilities. From March 2015 Maury will be stationed in Hong Kong from where he will oversee the firm's activities in the region.

As a result of Maury's move, a new European Executive Committee of four has been created to manage NPD's European operations. David Pritchard will manage this committee and coordinate its activities as European Deputy Managing Director. CFO for Europe Philippe Court, and Catherine Rozanski, HR head for Europe and Asia, will also serve on the Committee. Former General Manager at IPSOS France, Philippe Cabin Saint Marcel joins the Executive Committee as General Manager of Commercial Activities for Europe. Cabin Saint Marcel is tasked with continuing NPD's revenue growth in the region by leading all commercial activities and retailer partnerships across NPD's European businesses (Beauty, Sport, Toys and Foodservice). A

Commenting on his promotion, Maury said: "I am excited to lead The NPD Group's efforts to continue to grow our footprint in Asia Pacific. I am joining an impressive local team working across the region where we have a physical presence in a number of key markets. Overall, our new organizational structure better positions NPD to offer more global solutions to our industries, clients, and retail partners across the globe.

Commenting on his team, Maury continued: "Setting up our European Executive Committee is instrumental to our continued success in Europe which has long been a key market for us. We are particularly delighted to welcome Philippe Cabin Saint Marcel to the company. Having served as General Manager at IPSOS and Managing Director of IRI France, and previously as Marketing Director at Unilever, he joins us with a wealth of commercial and management experience that will be a key asset as we continue to expand and grow our European business."