GfK UK announces three senior appointments

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GfK has made senior level appointments in its Industry, Market Opportunity & Innovation, and User Experience divisions. Babita Earle becomes Head of Industry in the Consumer Experiences business in the UK. At GfK for 18 years, Babita has been the driving force behind the companyâ€™s digital initiatives for the past three years. In her new role she will have responsibility for client strategy in addition to ensuring full integration of GfKâ€™s digital portfolio for clients across all sectors. Previously she led the Communications research team, handling major technology and digital accounts.

Ben Walton is promoted to UK Head of Market Opportunities & Innovation (MOI). Most recently Ben led GfKâ€™s health team where he experienced the challenges of innovation first hand. In his new role, Ben leads a team of 65 experts tasked with co-creating compelling new propositions with clients that deliver genuine market impact and business results.

Ben Weedon joined the business in late December as part of a strategic focus to boost the companyâ€™s user experience capabilities. As a Director of User Experience, Ben will promote and champion the concept to GfKâ€™s client base. In addition to his appointment, three other specialists have also joined the team. Previously, Ben was Research Director at a UK-based UX agency.

Richard Jameson, CEO of GfK UK said: â€œI am confident these three appointments will ensure we continue to deliver the expertise, inspiration and energy our clients know us for. We have had an exciting start to 2015. In addition to our new senior team, we have moved the Consumer Experiences business to new state-of-the-art offices in Canary Wharf where we are rolling out a more collaborative and agile working style.

Finally, I am sorry to announce that after 19 years with the business Colin Strong has decided to leave GfK at the end of March for a new challenge.

Colin has made an important contribution to the company over almost two decades with the business. We will be sad to see him leave, and wish him well with his new endeavours.â€•