

FreshMinds continues to boost its team, hiring Anjul Sharma as Senior Consultant

Contributed by FreshMinds
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FreshMinds continues to boost its team of insight and innovation specialists, having appointed Anjul Sharma as a Senior Consultant.

Before joining FreshMinds, Anjul worked at the Value Engineers and spent 10 years at Synovate (now Ipsos MORI). She brings a wealth of experience in new product development and brand and communications research. In her new role, Anjul will work primarily within FreshMinds's MRS award-winning financial services team, helping its clients across insurance, private, commercial and retail banking to drive growth.

Anjul is the latest in a series of senior hires for FreshMinds. In January, the insight and innovation consultancy appointed Millward Brown's Martin Ash and Nunwood's Ramona Bartlett as Senior Consultants.

Commenting on the new hires FreshMinds Managing Director Andy Maher said: "Anjul brings a depth and breadth of experience to FreshMinds. We are looking forward to seeing her partner with our global clients and sharing her extensive knowledge with our bright and expanding team."