

Emma Beech Joins Lightspeed GMI As Vice President, Operations EMEA

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Lightspeed GMI, an award-winning global digital data collection enterprise, today announced that Emma Beech has joined as the new Vice President, Operations EMEA. In this new role, Emma will lead the Operations teams in Europe and is a member of the EMEA management team. Emma will be based in the London office and will report into the regional CEO Martin Filz.

Martin Filz commented "I am delighted that Emma has joined us at this exciting time. We are at a critical stage in the research industry, with technology and client requirements moving at a pace like never before. Having Emma in the team will mean we are ideally placed to drive the business forward and continue to provide our clients with the highest quality research services."

One of the key responsibilities for Emma will be building closer relationships with key clients and the focus on continued operational improvements in sample delivery, survey design and development of best practices. She will also liaise closely with the other regional heads to ensure that solutions can be scaled effectively across offices around the world.

Emma joins from Research Now having held the position of Vice President, Operations for EMEA for the past three years. She has more than 24 years market research experience, covering Research International, ORC International and TNS.