

ICM Direct announces the appointment of two new Directors and welcomes new talent

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ICM Group announces the promotion of Mona Blöte to Deputy Operations Director for ICM Direct, and the appointment of Michael Phillips as its new Data Services Director.

Since joining ICM 13 years ago, Mona Blöte has been promoted three times, recognising her stellar performance as a key member of the Operations Team. She was most recently Production Director responsible for the company's busy telephone centre and commercial responsibilities across ICM Direct.

Michael Phillips, Data Services Director, has been managing data processing and scripting teams in the UK and internationally for 26 years. Expert in data collection and the use of state-of-the-art data analysis software, he has managed high profile research projects including the 2010 General Election results for the BBC and Sky television. During his career Michael has worked for the Independent Research Bureau and Ipsos Mori.

ICM Direct also welcomes new starter Ali Yusuf as its new Solutions Development Executive. Ali has more than eight years' experience in scripting and data processing, having previously worked for Promise Communispace, Facts, Doctors.net and AC Nielsen.

Neil Sykes, Operations Director at ICM Direct, said: "Mona's promotion recognises the trust and confidence that the Board has in her ability. Combined with Michael's wealth of industry and management experience and Ali's skills, this trio will help us to continue to deliver the operational excellence and exceptional research solutions for which ICM Direct is known."