

The Pineapple Lounge appoints a New Head of Research as the company continues its rapid growth

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Children's research and consulting firm The Pineapple Lounge (TPL), has appointed Pete Maginn as its Head of Research, Tammy Perl as its new Research Executive and announced a round of promotions.

Pete Maginn has more than 13 years' child and family research experience, working across categories including toys and games, baby gear, food and drink, media, licensing, clothing and education. He headed up the Child and Youth team at Illuminas for six years, during which time he worked with a wide range of clients including Mattel, Fisher Price, American Girl, the BBC, FremantleMedia, Britvic and Mondelez. A seasoned speaker and lecturer on the topic of kids and family research, he also has extensive extra-vocational experience having been a nursery teacher, trained youth leaders, run summer camps for teenagers and as a kids' football coach.

New starter Tammy Perl graduated with a degree in Anthropology from The University of Manchester and, after interning at Flamingo and SignSalad, joined TPL to work with clients such as BT, Barclays, McDonald's and Britvic.

TPL has also recently promoted both Ben Frost and Laura Pamment to Associate Director.

Emma Worrollo, Founder of The Pineapple Lounge, says: "Pete and Tammy are valuable additions to our rapidly growing team. Pete has oodles of experience and I've no doubt the team will thrive and clients will benefit from his appointment. The TPL family goes from strength to strength with the addition of new specialists, and investment in our existing talent, all of whom share a passion for kids research."

The Pineapple Lounge is the UK's fastest growing children's research and consulting firm. Between FY2014 and FY2015 TPL more than doubled its client list which now includes leading brands such as Arsenal FC, Barclays, Britvic, BT, Ella's Kitchen, Kerry Foods, McDonald's, Nickelodeon, Sony Computer Entertainment and Sport England.