

Harris Interactive UK heavyweight Pete Cooke to lead new Communities practice

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Harris Interactive UK appoints Pete Cooke to head up its Communities practice.

Cooke, who has been with Harris Interactive UK for fifteen years, is to couple the best research thinking, category expertise and technology to meet the increasing demand for flexible, full-service communities.

As a result, Harris Interactive's combination of award winning research and best-in-class community platform technology, real-time reporting and global respondent access panels, now provides clients with deeper, clearer insight at the speed their business demands.

Commenting on developments, Pete Cooke, said: "Our clients tell us they want smart, tailored research, deep contextual understanding and expert advice to help deliver real business benefits. They want the best tools to meet their specific needs in a flexible and efficient way, all seamlessly implemented and managed under one roof."

ITWP Acquisitions became the sole shareholder of Harris Interactive UK, Germany and France in July last year. Frederic Charles Petit, CEO ITWP, commented: "We are delighted with Pete's appointment to lead and develop the Harris Interactive Communities practice. Combining world-class technology and automation with Harris Interactive's sector and research expertise is a key part of our strategy to develop the company moving forward. We believe it delivers a smarter and more impactful solution for our clients, designed and delivered around their specific needs."

Cooke will be supported by a global team of experts in building and maintaining community panels across virtually every brand sector. Further appointments are expected to be announced shortly to support the development and growth ambitions of the business.

Steve Evans and Denholm Scotford, both longstanding members of the Harris Interactive team, now step into Cooke's previous position to jointly head-up Harris Interactive's Technology, Media, Telecoms and Entertainment research practice in the UK.