

Firefish announces four new hires as U.S. and Dutch businesses move up a gear

Contributed by Firefish
Monday, 08 June 2015

Firefish has announced the appointment of four new members of staff across the global company as its businesses in the U.S. and the Netherlands go from strength to strength.

Marjolein van Ballegooij has been appointed joint MD of Firefish Netherlands with Kees van Duyn. She previously headed up her own research agency and created her own online qualitative research tool, Book of Sparks. In her 13 years in the industry she has worked with clients as diverse as Philips, Douwe Egberts, Bacardi, KPN, Discovery Channel, Red Bull and FrieslandCampina to conduct strategic qualitative research, generate new ideas from insights, craft concepts and immerse them in their consumers'™ worlds.

Also joining Firefish Netherlands as an Associate Director is Noor Berkman. Previously at TNS NIPO, where she championed a model for behaviour change, Noor has worked with clients such as Mitsubishi, Maxxium, Perfetti van Melle, Unilever and L'Oréal to provide them a truly contextualised understanding of their consumers.

Francesca Ferrara joins Firefish U.S. as Senior Operations Manager and will initially work alongside Firefish co-founder and Global CEO Jem Fawcus, who is currently based in New York to oversee the expansion of the U.S. business, and Liam Daley, MD of Firefish U.S. Formerly at innovation agency Redscout, Francesca has managed projects for clients including PepsiCo, American Express, MillerCoors, Marriott, The Hershey Company, Bacardi and Ocean Spray. She has spent the last five years of her career in brand consultancy and is focused on projects that can inspire positive social change.

Joining Firefish London as Project Manager is Claire Flanagan. She brings 15 years of experience in market research to the business having worked client-side at Sky and for a range of agencies.

Jem Fawcus, Firefish Group CEO, says: "There has been an amazing response to our businesses in the U.S. and the Netherlands. As we expand to meet it, it's vital that we have the right people in place to ensure we continue to deliver the high quality service, strategic thinking, creative ideas and critical insight for which Firefish is known internationally. With our existing team and new appointments that is exactly what we've got."

"I greatly look forward to strengthening our business and reputation in the U.S. And the Netherlands business couldn't be in better hands. Marjolein and Kees make a formidable team and together will drive the business forward to build on the ground-breaking work we're doing there."