

Firefish's the numbers lab launches in the U.S. and hires new talent

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Firefish launches its quantitative business, the numbers lab, in the U.S. this week to bring its innovative, accessible and commercially oriented quantitative research methods to America.

The numbers lab has also expanded its team to appoint Emma Jones as Associate Director in the U.S. and Anne-Marie McCallion as Research Manager in the UK.

Emma Jones joins the numbers lab from Hall & Partners. She most recently worked out of its New York office, following a six month secondment to the Red Bull insights team where she worked directly with the brand, marketing and leadership team to inform brand and communication strategies.

Previously at Spark Research, Anne-Marie McCallion worked across FMCG clients such as Kellogg's, Reckitt Benckiser, Britvic and Unilever, as well as with financial services and travel sector clients. She specialises in customer satisfaction research and counts managing the Lidl brand tracker amongst her career highlights.

Majbritt Rijs, Global MD of the numbers lab, says: "Having been shortlisted for the MRS Best New Agency Award last year and performing above our target expectations, we're excited to be launching in America and growing our team in the UK. Clients in the U.S. can now take advantage of the full complement of quantitative and qualitative research services Firefish offers.

"This is a fantastic opportunity to build on our international achievements, credentials and expertise, which are thriving thanks to our existing experts and new talent such as Anne-Marie and Emma."