Lightspeed GMI Strengthens New Business Team

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Lightspeed GMI, an award-winning global digital data collection enterprise, today announced the appointment of two Key Account Directors as part of the expansion of its London office.
Susanne Goller and Johannes Van Lochem will work in the new business team reporting directly into the Senior Director, Sales Matt Shepherd.

Matt commented: â€œSusanne and Johannes bring a wealth of experience to our team. We are at a critical stage in the research industry, with clients requiring ever more complex multi device research. At Lightspeed GMI we have the experts to advise and support them. Susanne and Johannes will help us to continue to provide our clients with the highest quality research services and ensure we are the partners of choice.â€•

Susanne has over 20 years of market research experience gained in FMCG, B2C and B2B sectors. Previous roles included heading up the Retail & Shopper division at Ipsos Mori and five years in client-side roles.

Johannes has close to 35 yearsâ€™ experience in the FMCG arena, both in operational and client-facing roles with blue chip companies. He has previously worked at Research International, TNS (AGB), Nielsen and IRI in the UK and GfK France.