Incite opens new San Francisco office to support US and global growth

Contributed by Incite
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Incite, the market research consultancy, has today announced the appointment of Kevin Waters as Managing Director of their latest office in San Francisco, USA, with immediate effect.

Kevin Waters held senior roles at both TNS and Ipsos on the West Coast, before most recently leading a turnaround as President and CEO of the National Food Laboratory.

Kevin will be responsible for growing a consulting team to service the West Coastâ€™s many local and international clients, and supporting the fast-growing Incite New York business.Â With his long experience in the region, he is well known to both local clients and talent.

Matthew Froggatt, head of Incite globally, comments: â€œIâ€™m delighted that Kevin has decided to join our team and increase our footprint in North America.Â Our US business is booming, with many clients on the West Coast.Â Kevinâ€™s local knowledge and network will allow us to both support existing clients and build new relationships.Â His career to date reflects our shared belief that businesses are built by great people doing great work for great clients.â€•

The San Francisco opening follows the successful launch of Incite Shanghai in February of this year where newcomers Doris Guan and Pacino Chi have recently joined the team from Millward Brown and Dunnhumby respectively.Â Additionally, the teams in London, Singapore and New York are all upscaling in line with strong growth.