

Kantar Worldpanel appoints new strategic insight director to lead Scotland team

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Kantar Worldpanel, the global leader in consumer and retail research, has appointed Amanda Brown as its new strategic insight director for Scotland. Amanda joins Kantar Worldpanel from Scotland Food & Drink (SF&D), the industry leadership organisation supporting food and drinks manufacturers from major global brands through to small and medium-sized enterprises, where she was industry development director. Prior to this she held roles in marketing and sales for a number of brands including, Scottish & Newcastle (now Heineken UK). Amanda will head Kantar Worldpanel's Scotland team working across its food and drink clients in the region.

Amanda has over 20 years' experience, and as part of her role at SF&D she was instrumental in developing strategies for economic growth in the Scottish food and drink industry, working with a wide variety of stakeholders across the public and private sectors. This included delivering an action plan to grow the Scottish food and drink industry to £16.5 billion by 2017 with a focus on boosting both UK sales and export opportunities. Her deep understanding of the retail sector in Scotland and strong network of contacts make her well placed to further enhance Kantar Worldpanel's expertise in the country.

Tim Kidd, Managing Director at Kantar Worldpanel, commented: "Amanda will lead our team in Scotland" her primary focus will be on extending the strong base of clients, retailers and stakeholders that Kantar Worldpanel has already established. Amanda will use her knowledge of the Scottish food and drink industry to explore how we can further broaden our reach, using data-led insight to inform discussions on the issues that matter to clients locally. She will deliver popular initiatives such as our Scottish client day and will be based at our offices in the heart of Edinburgh.

Amanda Brown said: "With competition and innovation driving the industry forward, it's an exciting time in Scotland. It's great to be on the other side of the fence developing cutting edge consumer insight which can benefit suppliers and those with an interest in the food and drink supply chain. Having access to data-led insight enables our clients to inform their commercial decision making, helping them grow by deepening their knowledge of market dynamics and shopper behaviour, and I'm excited to join the market leader in this field."

Kantar Worldpanel uses its syndicated panel of 30,000 demographically-representative British households to track consumers' shopping habits and record how people shop and why. It provides the most accurate read of the British grocery market and also provides detailed analysis of the telecoms, entertainment, fashion and beauty sectors.