

# Harris Interactive Strengthens Communities Team In The UK

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Harris Interactive has appointed Sabrina Qureshi as Head of Online Communities to help strengthen the Harris community team, offer and service.Â

Qureshi brings years of valuable insight community and full-service research experience.Â She joins from Vision Critical, a customer intelligence platform provider, where she delivered end-to-end community services and best practice in a variety of industry sectors including telecoms, retail and media clients.Â Prior to this she spent 4 years at TNS delivering full service research across consumer and B2B markets including travel and automotive. Â

She will work across the Harris delivery teams and client base to help optimise the implementation, management and effectiveness of clientâ€™s communities; and help to drive the development of all aspects of the offer, bringing together existing and emerging cutting-edge technology and research services from around the Harris business.

Qureshi comments: â€œIâ€™m thrilled to join Harris at such an exciting time for the business and the MR industry. Harrisâ€™ h ability to stay ahead and provide the ultimate customer centric solutions which is pivotal for the future of the industry. Iâ€™m happy to be able to work closely with the digital team to help drive this movement.â€•

In this role, Qureshi will report to Pete Cooke, who now takes on the expanded role of Head of Digital, encompassing Harrisâ€™ communities business and other technology-based solutions designed to deliver impactful decisions faster.Â Cooke comments, â€œSabrina is a top-notch addition to our expanding team in this growing area of the business and weâ€™re delighted that our clients will now benefit from her expertise and guidance.Â Sabrinaâ€™s track record around innovative approaches and stakeholder engagement will help us take the value we deliver to clients to the next level. This appointment reaffirms our focus on helping clients make impactful decisions faster and empowering them to stay ahead of whatâ€™s next.â€•