Harris Interactive Appoints Financial Services Research Director, As The Business Further Grows

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Harris Interactive has appointed a new, highly experienced Financial Services Research Director, Scott Davidson, to help meet further client demand within the UK business.
Davidson will lead on a number of key accounts, using his extensive research expertise to help clients make sound strategic business decisions, and assisting the growth and development of the unit for Harris alongside Michael Worledge and Phil Brooks.

Before joining Harris Interactive Davidson was Proposition Development Manager at Capita Remediation Services, helping financial services clients with complaints handling and remediation needs. His chief successes with the company included the introduction of an insight-led approach to business development and diversification of the business into other regulated sectors.

Davidson began his research career agency-side, focusing primarily on customer satisfaction and employee engagement studies across a number of sectors. During time in London and the South East, Davidsonâ€™s work and client list became increasingly financial services orientated, which helped build his knowledge of the sector. He then spent 18 months with an Edinburgh-based design agency before moving to Tesco then Sainsburyâ€™s retail banks for 10 years as a Research Manager, helping both companies gain a solid grounding in the Banking and Insurance sectors.

On Scottâ€™s appointment, Phil Brooks said â€œAt Harris Interactive we pride ourselves on delivering results that create a positive business impact.Â Scottâ€™s sector expertise and hands on experience of using research will be of huge benefit to our clients and is a great fit for the Financial Services teamâ€•