

Schlesinger Makes Senior Appointments For Online Quantitative Solutions

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Schlesinger Associates makes two senior appointments for its quantitative solutions team in response to the rapid growth of its online survey services.

Matt Campion is appointed Executive Vice President, Schlesinger Interactive, with a remit to lead the team in supporting client research objectives and delivering continually enhanced solutions for quantitative engagement and results. Matt previously led the Advisors by Schlesinger team and continues to work closely with this team, providing access to thought leaders. Prior to joining Schlesinger, Matt was President, North America at WorldOne.

Jade Landfried is promoted to Chief Operating Officer. In this role, Jade continues to oversee Schlesinger's technology and panels, and takes on responsibility for online quantitative project management and survey programming to deliver the highest quality data and project experience for quantitative research. Jade joined Schlesinger in 2014 from Nielsen where he was Global Panel and Field Leader across several divisions.

Commenting on the news, Mike Sullivan, President, said, "Matt and Jade bring a wealth of experience and understanding of quality drivers to these roles and have proven capabilities in optimizing quantitative research. We are excited about the added value they will bring to our clients' data collection experience."