Strong Growth At Strive Prompts Two Senior Hires

Contributed by Strive
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Strive, the insight activation agency, has today announced the appointment of Mark Yeomans as Director and Paul Whelan as Creative Director after a hugely successful first eight months of trading, driven by an incredibly positive client response to the Strive proposition.Â

A specialist in financial services research, combined with a strong understanding of the technology sector, Yeomans joins as a Director with more than 20 yearsâ€™ industry experience. Most recently a Director at Incite, he was also previously a partner at Jigsaw Research and a senior Director at Research International prior to that. Mark will be responsible for expanding the unique Strive offer to a wider range of clients in financial services.

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Incoming Creative Director, Paul Whelan joins from Incite with 20 yearsâ€™ experience in wider consumer lifestyle and media sectors. Paul will be responsible for enhancing the creative communications proposition at Strive.

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Striveâ€™s capability around activating insight-identified business opportunity, has successfully resonated with clients since its inception and been a major factor in growth, according to Paul Thomas:

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â€œThe first eight months for Strive have been extremely positive, winning significant business because of the value clients are seeing from our unique approach. Releasing insight, translating this into realistic opportunities and most importantly activating them within organisations is something market research firms donâ€™t tend to focus on. Weâ€™ve found clients respond very well to our way of inspiring them to turn insights into tangible business improvement.â€•

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â€œPaul and Mark are very experienced professionals and both adept at thinking outside of traditional research lines towards pushing businesses forwards with insights that drive positive change. This new strength and scale for Strive will enhance our ability to work with insight teams and other marketing stakeholders to tell stories which were previously left untold or unheard.â€•

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Strive was founded in June 2015 and set up by Paul Thomas and David Walker who have years of strategic experience with clients such as Microsoft, BT and Vodafone. They co-founded the company with Giuseppe Tonolini, an accomplished brand marketer and researcher with the likes of BP, Whirlpool, Kodak and Carlsberg.