Voxpopme Continues Global Expansion Of Video Research Tech With The Appointment Of Brin Moore

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Video research technology company Voxpopme has appointed Brin Moore to continue its global expansion. Brin has a specific focus on delivering fast, scalable video research to companies across North America. This expansion highlights the growing appetite for video technology in the market research industry, as well as Voxpopme's ambition to lead this rapidly growing category.
Brin will join Voxpopme as VP of Sales for North America. She brings a wealth of knowledge from her high-profile career in market research - starting out at the dawn of online market research as SVP of Business Development at Greenfield Online, and more recently as SVP of Market Research for MyPoints.com as well as being San Francisco Local Host for Women in Research (WIRe).

CEO & Founder Dave Carruthers commented: â€œWeâ€™re delighted to have Brin on board. Her leadership qualities and research experience makes her a great fit for Voxpopme. She will help to deliver innovative video research for a host of new clients, as well as launching a base in San Francisco to offer our full suite of video research and analytical tools even more widely.â€•