

Marketing Sciences Expands FMCG Team With Senior Hire

Contributed by Marketing Sciences
Thursday, 07 July 2016

Marketing Sciences, an agency specialising in FMCG retail, financial and technology research has appointed Nicola Gibbs as a research director in its FMCG division.

Nicola joins Marketing Sciences from SABMiller where she held the position of Global Research Capability Manager.Â Prior to that she was Head of Consumer Insight & Planning at Bacardi in Northern Europe, and brings over 20 years of client-side experience to Marketing Sciences.Â As part of the product and sensory team working with leading FMCG manufacturers, Nicola will help Marketing Sciences clients develop their product-based marketing and strategy through actionable research insights & recommendations.

Nicola said: â€œI was keen to join a team which has a broad FMCG client base and gives me the opportunity to work on creative and innovative research campaigns.Â Marketing Sciences has a fantastic client list and a lovely working environmentâ€•

Jane Rudling, managing director, said: â€œWe are very pleased to welcome Nicola to the team. We have no doubt that her extensive client-side experience at blue chip FMCG companies will be invaluable to us as we constantly look to improve the insight that we deliver on consumer behaviour.â€•