

FreshMinds Grows Its Team With Three Senior Appointments

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FreshMinds has made a number of new senior hires, bolstering its multi-disciplinary approach to insight-led innovation. Jason de Klerk, Maeve O'™Dwyer and James Wallis bring a wealth of experience, particularly in new product and service innovation and quantitative research. FreshMinds is an insight-led innovation consultancy which helps its clients to grow their businesses by developing market leading products and services.

Jason de Klerk joins the business as a Director and Head of Quantitative Research. Prior to FreshMinds, Jason was Head of Innovation and Product Development at TNS South Africa, specialising in FMCG and financial services.

Maeve O'™Dwyer has been appointed as a Senior Consultant and brings significant experience in innovation, brand and communications research from her former role as Client Services Director at Vision Critical. Â

Finally, James Wallis joins the business as a Consultant after seven years at TNS, most recently as the firm's UK Innovation and NPD lead.

â€œI'm delighted to be welcoming Jason, Maeve and James to the business to support our growth plans for 2016 and beyond," said FreshMinds CEO Catherine Crump. "This year has seen FreshMinds go from strength to strength, with our insight-led approach to innovation really resonating with clients. It's fantastic to be bringing in such a great group of people to support our clients across the product and service development cycle."

In addition to these hires, FreshMinds has also recently appointed a number of new Associates to strengthen its growing team.