

New Managing Director For Chime Insight & Engagement Group

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Chime Insight & Engagement Group, which includes some of the UK's leading market research agencies, has today announced the appointment of Pam Armstrong as Managing Director of two of its most successful businesses, Opinion Leader and Chime Insight & Engagement.

A market research industry veteran with over 25 years experience, Armstrong joins Chime Insight & Engagement Group from GfK where she held various senior roles, most recently as UK Managing Director of Brand and Customer Experience (BaCE). In this role, Pam led a team of more than 100 executives, working across an extensive client base that included Consumer, Retail, Tech, Financial, Automotive, Media, Health, Travel and Energy, and Utilities sectors.

Prior to leading BaCE, Pam held various senior positions, including UK Managing Director of Consumer & Retail and UK Deputy MD of Consumer & Retail. Armstrong was also a member of GfK's Management Board and a key member of GfK's Global Retail Management team, leading one of the agency's key retail accounts for over 10 years.

Pam brings to Chime Insight and Engagement Group a proven track record in delivering research and insight across a broad, global portfolio of clients. She combines a deep knowledge of research approaches and techniques with strong business acumen to achieve the best results. Her extensive research experience includes Brand & Ad tracking, Customer Experience, U&A, Segmentation, NPD and Shopper for both UK and international clients.

Speaking of the appointment, Crispin Beale, CEO, Chime Insight & Engagement Group said: "I am delighted to welcome Pam to our team. She is an insight expert with a proven track record and extensive expertise across a broad portfolio of sectors, so will be a huge asset to our business. Through the hard work of our dedicated teams across the Group, our businesses have enjoyed phenomenal growth this year and we look forward to further success under Pam's guidance."