

Marketing Sciences Unlimited Expands Team With Senior Client Services Manager Hire

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Marketing Sciences, an agency specialising in retail, FMCG, financial and technology research has appointed Claire Hiett to the new role of Client Services Manager.

Claire joins Marketing Sciences Unlimited from Tesco, where she held several commercial roles around the business. Claire was responsible for using customer insight and market research to optimise space and offer customers the right range and promotions to deliver significant change and growth in the categories she worked in.

Her appointment marks a continued trend in applying insight directly to commercial scenarios and ensuring all insight is strategic and actionable.

Claire said: “I am excited to take on a new challenge of working closely with Marketing Sciences Unlimited’s existing client base to help ensure our recommendations are highly commercial and strategic. Marketing Sciences Unlimited has a great record of long-standing client relationships with key retail and FMCG brands.”

Jane Rudling, managing director, said: “We are very pleased to welcome Claire to the team. We have no doubt that her extensive client-side experience at Tesco will be invaluable to us as we constantly look to improve the insight that we deliver on consumer behaviour and ensure our insight is commercially focused.”