

Firefish New York Hires New Director & Senior Research Executive As Growth Continues

Contributed by Firefish
Tuesday, 04 October 2016

Firefish, leading independent insight and strategy consultancy, who appointed Beth Broughton as Managing Director of its US business back in April, has hired Research Director, Anita Idnani and Senior Research Executive, Stefanie Lai to the team.

Anita has over 20 years of insight industry experience, having worked in several clientside & agency roles around the world for a wealth of brands, across a diverse range of categories including FMCG/CPG, telecoms, financial services and retail. A self-confessed foodie, Anita also headed up her former employer's foods unit, having lived and worked on 4 continents, seeking out exciting food experiences at every available opportunity.

Commenting on why she chose to join Firefish, Anita says "Firefish is a highly respected independent business with a strong reputation for very high quality, strategic thinking and I cannot wait to be part of the team in New York, working with their great roster of clients and mentoring some of the team".

Stefanie joins the team as a Senior Research Executive, having worked on clients such as Unilever & PepsiCo. She holds an MA in Sociology and takes a keen interest in the emerging technologies and methodologies that enhance traditional research methods, to bring clients deeper real-world insights.

Beth Broughton, Firefish US Managing Director adds of the new hires, "I could not be happier about Anita and Stefanie joining the US team. The strategic insight we deliver to Firefish clients around the world, as well as our growing base of local North America clients, is very rewarding and I am so glad to add two new talented, strategic thinkers to the team. We are excited about our continued growth, going from strength to strength into 2017 and beyond".