

New Leader And Offices For Verve Chicago As Team Grows

Contributed by Verve
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Marie Patenio, who joined Verve earlier in the year, has been awarded the leadership role of Verve's Chicago office as Tim Martin, who was seconded to the US to open it, returns to London.

Verve also announces the addition of two new hires to the Chicago office: Jon Allison, previously at Nielsen, joins as Senior Director and Donny Spano arrives from TNS as Research Manager. The team has moved to larger offices in the Chicago Loop.

The growth of the team is driven by growing demand from Walgreens for who Verve have built one of the world's largest and most joined up community panels. Viewpoint integrates 2 years of purchase and prescription data with a live weekly update. This empowers Walgreens with Verve to understand the "why behind the buy" at both a macro and granular level.

Andrew Cooper, Verve CEO, states "Verve North America (Chicago and Toronto offices) is doing ground-breaking work and we are very excited to see the growth as our offering gains traction in the marketplace".

Verve has also hired Shruti Shah as Analyst, Melanie Ackland and Natasha David both as Community Managers, in its Toronto office headed up by Suzanne Costa.