

New Year Spells New Growth For Chime Insight & Engagement Group

Contributed by Chime Insight
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Chime Insight & Engagement Group (CIE Group), a leading market research agency, today announced nine new hires to bolster its rapid growth plans. The announcement follows a record year for the agency, in which it achieved increased turnover and profits for the 10th year running, and substantially increased the number of new clients coming onboard. The recent hires will enable CIE Group, which includes Facts International, Watermelon, Opinion Leader and Cherry Picked, to consistently deliver cutting-edge marketing insights at speed, while continuing to add to its impressive client roster.Â

Jack Miles joins CIE as insight director, heading up both quantitative and qualitative projects across a wide range of sectors including financial services, customer experience and transport. Prior to joining, Miles held the post of research director at Northstar Research, working on bespoke programmes for a variety of clients in the FMCG, automotive, retail and travel industries.

Vasiliki Georgiou joins the CIE team as research manager. Georgiou will work across key accounts, contributing to the development of the team's qualitative research offering in online methodologies – her key area of expertise. Georgiou has over ten years' experience in the research industry, most recently holding the position of research manager at specialised online communities agency, Spinach.

Consultant, Rekala Neil, brings her public sector and recruitment-based research knowledge to the Cherry Picked team from Ipsos Mori's qualitative recruitment department. Her background in research has seen Neil undertake in-depth interviews with members of parliament and influential journalists. At Cherry Picked, Neil will manage various international clients to match recruiters to projects that showcase their individual skills within a specific location.

Steve Ward and Marton Papp have both been recruited as consultants to the Watermelon team where they will utilise the latest survey techniques to produce engaging questionnaires for major accounts such as Barclays and Legal & General. Ward has over 20 years' research experience, having previously managed data processing and data entry teams at Ipsos MRBI in Dublin. Prior to joining CIE, Ward held the role of technical manager at Wealth-X. Papp has substantial experience in data management within social research. Immediately prior to this role he was senior data manager at NatCen Social Research, and previously senior data processing executive at Youthsight, a specialist youth and student research agency.

Further new additions include:

- Vinay Lobo, consultant, Chime Insight & Engagement Australia
- Utpal Ghosh, data scientist, Opinion Leader
- Keri George, analyst, Watermelon
- Aurelia Specker, research executive, Opinion Leader

Crispin Beale, Group Chief Executive, CIE Group said: "We are delighted to welcome so many talented individuals to the CIE Group at the start of 2017. It is testament to our leading-edge products and superior client service that have resulted in major clients wins across a range of sectors. Market insights are key to business success, and we have bold plans this year to boost both our offerings and client base. These new hires will stand us in good stead to achieve our ambitions and consistently deliver the highest standard of market insights for our clients."