

Melanie Rankin Of B2B International Awarded Young Market Researcher Award

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Melanie Rankin, Research Manager at B2B International, has been announced as one of 20 winners of the Confirmit Young Market Research Award. The award recognises the talents of 20 market researchers in their twenties who are helping to drive evolution and innovation in the industry.

The award celebrates the continued evolution of the market research industry by identifying and rewarding those who are seen to be driving innovation through their work, whether it's in their approach to technology, methodology or commercial approach. The 20 winners, who come from 8 countries, were selected for the practical ways in which they are already having a real impact on the companies they work for and how their careers are likely to evolve and impact the wider industry.

A word from the winner herself: "It's an honour to be recognised for driving innovation and going beyond our limits to do things differently so thank you Confirmit! It's so important in today's industry to understand how decision making is changing" particularly in B2B.

"Mel has always shown an aptitude for research and has risen through the ranks at B2B International from telephone interviewer through to Research Manager in only a short space of time" says Nick Hague, Director at B2B International. "To be a good B2B researcher you need to be able to turn your hand to both quantitative and qualitative methods. Mel has always been comfortable with quantitative studies but this award is testament to the interest Mel has developed around qualitative research; well done Mel!"

"We're delighted with the success of our first Market Research awards, an initiative that aligns closely with Confirmit's efforts to promote growth, evolution, and widespread discussion across the industry," said Henning Hansen, President and CEO, Confirmit. "We're thrilled to cap Confirmit's twenty-year anniversary by honouring those who are driving innovation in this ever-evolving sector, and look forward to the major accomplishments and continued success of these young innovators."