New Client Services Director for Research International

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New Client Services Director for Research International in the UK
London, 1 April 2005
Nicky Buss, Global Strategic Planning Director of Red Cell Network to join Research International as Client Services Director in the UK
Research International is pleased to announce today that it has appointed Nicky Buss as Client Services Director of its UK company. This position has been created as part of Research Internationalâ€™s re-alignment of its business in the UK to provide increased focus on key clients. Nicky will be a member of Research Internationalâ€™s UK Strategic Board and will work closely with Simon Lidington, CEO in the UK, to help further develop and manage a market leading client service culture.
Simon Lidington, says of the appointment, â€•I am delighted that Nicky is joining Research International and bringing her tremendous experience which spans planning, strategy consultancy and media. Her expertise and knowledge gained from outside the market research industry will be invaluable as Research International increasingly establishes a true partnership approach to client relationships based on a deep and wide understanding of clientsâ€™ businesses. â€•
Nicky has a distinguished track record in consultancy, advertising and planning, working with many industry leaders in these sectors and on major multi-national client accounts. She joins Research International from Red Cell Network, also part of WPP, where she has been Global Strategic Planning Director for the past three years. She was the youngest planning director at Saatchi & Saatchi, VP Strategy & Planning at MTV Europe, Executive Planning Director and Managing Partner at the then Ammirati Puris Lintas (now Lowe), before moving to McKinsey as co-leader of their North American branding practice. She began her career as a consultant at OC&C/Booz Allen & Hamilton.
Nicky says, â€•I am very excited to be joining such a renowned company as Research International at a turning point in the industry. I look forward to being part of a company that really values its partnership with clients and which is in such a great position to generate insights that drive client growth.â€•
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