

Julian Bond appointed CEO of Research International

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Research International announced yesterday that it has appointed Julian Bond as CEO of its UK company, effective from June 1st.

Mark Cranmer, Research International Worldwide CEO, says, "I am delighted that Julian will be assuming the leadership of our UK business. He has been instrumental in driving Research International's new thinking and techniques over the past twenty years. With his knowledge of the company and clients he is exceptionally placed to drive the UK company forward at this exciting period in its history."

Julian adds "I'm looking forward to my new role with huge enthusiasm. It's a great privilege to be leading the company I love. As a Group we have a clear strategy moving forward - my aim is to achieve the full implementation of this strategy within our UK business."

As the Global Managing Director of the Marketing Science Group, Julian currently runs Research International's expert community of quantitative researchers working at local Marketing Science Centres around the world. Julian will continue to be a Group Board Director in his new role.

Julian joined Research International in 1982 after graduating from Cambridge University in mathematics. He worked on the utilisation of computer modelling and advanced statistical analysis. Subsequently as a Director of Research International's Technical Systems, he was responsible for the analysis of development models worldwide. During this time he developed the MicroTest, a simulated test market model. Since then he has specialised in multivariate techniques and the development of micro-modelling approaches for product and brand development.