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A flying start for the new InSites Consulting London branch

With two new hires and two UK awards, InSites Consulting has lost no time making a big impression on British Marketing Research since starting up the London branch last August.

Research Director Paul Nola arrives from Buckingham Research Associates where he was MD, having previously held roles with KAE Marketing Intelligence and the Boston Consulting Group. Paul's consultative approach brings together marketing research expertise, commercial understanding and strategic awareness.

The post of UK Senior Research Manager is taken by Philip Cooper. With a doctorate in marketing, Philip confirms InSites Consulting's reputation for groundbreaking research and brings significant experience from previous roles with Gusto Research and Quaestor Research.

In less than six months time, InSites Consulting UK has already gained industry recognition. At the Market Research Society's annual awards in December 2009, Managing Partner Niels Schillewaert won the 'Best Conference Presentation' Award for his Pecha Kucha presentation. Recognising a "riveting, bravura performance", the judges highlighted the way Niels had identified the big trends of the future in marketing research.

InSites Consulting's innovative approach was also recognised by London-based think tank eConsultancy at the 2009 Innovation Awards in December 2009. Singling out Nethnography, the pioneering approach to user-generated content on social media to answer research questions, the judges awarded InSites Consulting first place in the category 'Innovation in Online Marketing Research or Customer Insight'.

InSites Consulting currently has a team of over 70 marketing professionals across Europe and works with 40 of the world's leading 100 brands. The new London base is in Euston. More information about InSites Consulting and its offices can be found at www.insites.eu.



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InSites Consulting

InSites Consulting is a leading marketing research company in the field of online market research with a strong international position. It was established as a spin-off of the Vlerick Leuven Gent Management School. Via an online panel comprising more than 2,000,000 panel members spread over 25 European countries, both quantitative and qualitative online marketing research is carried out. With 75 highly-skilled and experienced employees, InSites Consulting has research hubs in Ghent, Rotterdam, London and Geneva. The company represents passion, openness, dedication and forward thinking. More information on www.insites.eu and our blog <http://blog.insites.be>