



26-05-2010

New senior talent supports further internationalisation of InSites Consulting

Compared to the first two quarters in 2009, InSites Consulting has grown spectacularly with over 50% during the first half of 2010 as a result of opening new offices in the Netherlands, UK and Switzerland. A Paris office is scheduled to be opened by the end of 2010.

In order to further support its growth objectives, InSites Consulting has recruited 4 very experienced and complementary profiles. The new arrivals bring a wide and deep marketing and research experience from their previous experiences at a range of global multinationals in Europe.

Lisa Ohlin has joined the UK team as Research Director. She reflects the strongly international outlook of InSites Consulting - a true European, having lived in five countries, she speaks six languages. Lisa has an impressive track spending more than 12 years in FMCG, both in Food & Drink and Home & Personal Care. At Unilever she spent eight years in various European Marketing and Innovation roles and recently she was Global Head of Insight at Cadbury.

Ashley Smith brings experience of innovative research methods thanks to many years spent in the electronics and durables sector at Philips, where he was Director Consumer & Marketing Intelligence. His expertise includes value proposition creation, innovation and brand management, and he has been involved in customer advocacy initiatives. As a Research Director, Ashley will be involved in taking innovation research forward.

Emiel van Wegen joins the Dutch office as Research Director, bringing nine years of research experience spent at Synovate. Emiel's background fits perfectly with InSites Consulting's knowledge of using the web for consumer insight, marketing and innovation research. During his time at Synovate, he was involved with managing its online panel and online research tools, while his time at Fortis and GMI gave him experience of online market research and product development.

Isabelle Stevens joins InSites Consulting as Research Manager. She reinforces the unique link InSites Consulting has always kept between academic rigour and practical experience. Holding a PhD in Communication Sciences, she is not only involved in marketing communication courses at the University of Ghent and teaching applied social statistics, but she has also managed research projects for NATO and the world's largest brewer Anheuser-Bush InBev.

Kristof De Wulf, Managing Partner and in charge of sales management: "We are extremely delighted to welcome heavy weight profiles such as Lisa, Ashley, Emiel and Isabelle. They will be instrumental in helping us achieve our objective of staying ahead of the game and of connecting more strongly with senior marketing management. All of them are very eager to take our organisation forward and to support us in obtaining our ambitious growth plan."

This year, InSites Consulting has also been awarded with 4 important awards from AMA, ARF, AMMA and SPSS and is nominated for another three (ESOMAR and MOA).



Contact:
Kristof De Wulf
Managing Partner
Kristof.dewulf@insites.eu
T +32 9 269 15 03 | M +32 496 232 920

Communiqué de presse - 26-05-2010

InSites Consulting

InSites Consulting is a leading marketing research company in the field of online marketing 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. InSites Consulting has 90 highly-skilled and experienced employees with offices in Ghent, Rotterdam, London and Geneva. InSites Consulting means expertise and consulting, taste for innovation, outstanding client service and commitment to quality. More information on our site www.insites.eu and our blog <http://blog.insites.be>