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ICM GROUP BOOSTS DATA COLLECTION EXPERTISE

ICM Group has made two senior appointments in the last month to further strengthen the data collection and field services offered to clients.

Neil Sykes has been promoted to **Operations Director** in the UK. Neil brings over twenty years of data collection experience having spent time at NOP and Mori before his 11 years at ICM Direct.

ICM Group Director James Turner said, “Neil has been instrumental in the high quality received by ICM clients over the years and has become pivotal in delivery of our research community and mobile research offerings. We’re delighted that he leads the team into 2012”.

Fieldwork UK, ICM’s face to face business has hired **Rebekah Joseph** as Field Director to lead the team and the network of interviewers. Rebekah rose through the ranks of Ipsos MORI where she was most recently Field Director in the UK having spent 14 years with the firm. Rebekah joins as ICM Group launches its new CAPI offering to clients and brings expertise of complex face to face studies.

James Turner added: “ICM offers clients the right solution whether it’s traditional face to face or a cutting edge mobile data collection. We delighted to welcome Rebekah to the team and see Neil continue to flourish here.”

FOR FURTHER INFORMATION, PLEASE CONTACT:
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Editor’s Notes: ICM Group - Clear thinking in a complex world

ICM Group is a full-service research and insights consultancy. The group is formed of ICM Research, ICM Direct and Fieldwork UK.

At ICM sector specialists conduct original research using a full range of methodologies. Supported by high quality online and telephone data collection from ICM Direct and face-to-face services from Fieldwork UK, ICM Group delivers insight that helps clients make better business decisions.

At ICM we go beyond research and insight to help our clients understand and reap benefits from their opportunities. Our people are experts in their field, bringing together skills and experience from a diverse range of business and research disciplines, to deliver clear thinking in a complex world.

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