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InSites Consulting grows UK team on back of 30% growth

InSites Consulting has signalled its commitment to the UK market by announcing four new hires for its London office, including two Business Directors. The Belgian-based marketing research consultancy opened its Central London office in February 2010 and has seen a rapid and sustained growth in UK business.

Technology and telecoms specialist Aaron Rattue joins after a long and successful career with GfK, latterly as global sales and marketing director within the Retail & Technology team, as well as Business Director for Telecoms.

Simon McDonald joins from consultancy The Leading Edge, where he was a Managing Partner, having previously founded media specialist agency Firefly Research, headed the insight team for the Financial Times and been a Director at Ipsos Media. Simon brings deep UK and international media sector expertise.

In line with the company's commitment to communities' research, the UK team benefits from two community research consultants. Laxmi Chhaya was previously with GfK NOP and RSCG Riley while Antonno Versteeg joins following a spell as an independent consultant focussed on sustainability, brand activation and co-creation.

InSites Consulting recently announced plans to open an office in New York. Managing Partner Christophe Vergult, responsible for the company's international expansion, commented "With our international strategy we are supporting our global clients by helping them to connect with customers, wherever they are. Our innovative research solutions and marketing thinking have proven to make the difference for clients as showcased in the major contracts we have recently won. These results support our decision to accelerate our international plan by opening a US office in Q1 2012."

The move comes on the back of rapid growth for the company overall, with 2010 revenues up 30% on the previous year and a headcount of 120 – up by 31 in 12 months - across its offices in Ghent, Rotterdam, London and Timisoara.



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InSites Consulting

InSites Consulting is a fast-growing, global, online marketing research agency, delivering comprehensive solutions and advice to world leading brands in nearly all industries. Our mission is to challenge conventional marketing & research wisdom by putting conversations and storytelling at the heart of our thinking and acting. We stay ahead of the game via our ForwaR&D lab, co-creating state-of-the-art research solutions together with clients, suppliers, academics, consumers, and professional organizations. Over the last 3 years, we received no less than 12 awards from different internationally well-respected bodies such as AMA, ARF, ESOMAR, MRS, Media Marketing, MOA, SPSS, AMMA, and eConsultancy. We do not believe in 'one-size-fits-all' solutions, emphasizing the need for customization and consulting in formulating answers to marketing challenges. Being fully independent, we stand for flexibility and long-term focus. We are headquartered in Belgium, having offices in the UK and the Netherlands, New York office opening in 2012. More information is available on our website www.insites.eu and blog <http://blog.insites.eu>.