

BPRI EXPANDS ITS TEAM OF B2B RESEARCH SPECIALISTS

We have welcomed three new members to the team.



Douglas Pointing has joined BPRI as Client Director. At BPRI Douglas is leading a major study on the financial priorities of industrial companies across Europe and is also running a project for a global communications client, looking at the use of the latest print technology. Douglas is a business to business specialist with 18 years experience of qualitative and quantitative projects. He has particular expertise in managing projects across Europe, North America and Asia and speaks German and French. Earlier in his career he worked as an auditor at Arthur Andersen.

Speaking about his move to BPRI Douglas says, "As someone who has always enjoyed talking to business people about the challenges they face, it is a delight to work in an environment where the main focus is on high end business audiences around the world. Given the credit crunch, the growth of China, greater globalisation, environmental pressures and the challenges in the US market at present, this is a uniquely exciting time to be engaging business people in research!"



Paul Middleton, an experienced researcher in both quantitative and qualitative techniques, has been appointed Client Director. At BPRI Paul will have responsibility for both existing and new client relationships. Speaking about joining BPRI he says, "It's great to join a company where business to business research is a true specialism. I'm particularly excited about the opportunity to conduct research amongst the most hard to reach business audiences. BPRI is brilliant at engaging with these people."

Paul joins from YouGov where he directed projects for several financial organisations, professional bodies and PR agencies. Previously he worked at NFO (later part of TNS) and has also worked at Mediacom, Rank Group and BDRC.

Paul is a full member of the Market Research Society and holds diplomas from both the MRS and the Chartered Institute of Marketing.

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James Keeling joins as a Research Executive having recently graduated in Business Administration from the University of Bath. He will be working with established teams and assisting on customer satisfaction tracker projects. In addition James will be involved in POP, BPRI's quarterly Political Opinion Panel.

James says about joining BPRI, "I am looking forward to the different challenges and opportunities that are available at BPRI and at having the chance to build upon my skills and business knowledge."