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Cognosis strengthens Board following success during 2009

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John Hosking promoted to Partner.

Cognosis strengthens Board following success during 2009

Cognosis, the London-based strategy consultancy, has promoted John Hosking to Partner, a position he will hold alongside current Partners Richard Brown, Michael Laird and Mark Mathews.

During the four years Hosking has worked at Cognosis he has played a key role in driving Cognosis' growth in the drinks and consumer goods sectors, managing key clients such as Diageo and InterContinental Hotels.

Richard Brown, Managing Partner of Cognosis, said, "John has contributed strongly to our growth since joining and exemplifies Cognosis' 'Whole-Minded' approach. We are very pleased to welcome him to the Board. His skills in leadership, strategy and change ensure that we enter 2010 with an exceptionally strong team."

Hosking began his career at RHM Foods, and proceeded to hold a number of senior marketing roles at Guinness, Diageo and Barclays in positions ranging from brand marketing, innovation and consumer planning before joining Cognosis. During his time at Diageo, Hosking was instrumental in delivering 'The Diageo Way of Brand Building' in the UK and led Diageo's UK Consumer Planning.

John Hosking commented, "I'm delighted to be joining the Cognosis Board and look forward to helping the company build on the success it has already achieved over the past 10 years. Our Whole-Minded approach has never been more relevant for clients and I look forward to the opportunities that lie ahead."

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