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People on the move

4 November 2009 | By [Brian Tarran](#)

A roundup of the latest appointments and promotions in the global market research and consumer insight business. This week: ActusMR, CMI, ImpreMedia, Harris Interactive, Cognosis, E-Tabs, Illuminas, R/GA London, Conversion Associates and Merkle.

ActusMR, a sales management consultancy aimed at market research agencies, has appointed **Jay Gordon** as executive vice president and chief financial strategist. Gordon comes to the Texas-based firm from PhoneBase Research where he was general manager. He will work with ActusMR clients on the analysis and streamlining of their operational processes.

Atlanta marketing research company **CMI** has hired **Jodie Santaniello** as senior business development representative. She previously worked for focus group technology firm FocusVision Worldwide, where she spent more than five years as sales and client relations manager.

Hispanic news and information provider **ImpreMedia** has moved **Olga Casabona** to the newly-created role of vice president of audience and market insights, putting her in charge of all proprietary and syndicated research for the print and online publisher. She has been with the firm since 2003, latterly as corporate director of research.

Harris Interactive has appointed **Mike de Vere** as senior vice president of sales and marketing. He will report to Frank Forkin, Harris's president of North American client services. De Vere joins the agency from Radius Financial where he served as chief operations officer. Prior to that he was executive director of proprietary research at JD Power & Associates.

London-based strategy consultancy **Cognosis** has promoted **John Hosking** to partner, joining Richard Brown, Michael Laird and Mark Mathews. Hosking has been with the firm for four years and previously held marketing roles at Guinness, Diageo and Barclays.

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E-Tabs, maker of report automation software for research agencies, has added to its sales teams in the US and UK. **Steven Werner** has been appointed vice president of business development in Chicago, while **Paul Morgan** has joined the company in London.

Illuminas associate director **Gordon Smith** is relocating from the UK to the US to join the agency's team in New York.

Interactive marketing agency **R/GA London** has hired **Jonny Longden** as director of analytics and accountability. He was previously analytics director for Syzygy UK.

Former GfK Starch senior vice president **Phil Sawyer** has joined **Conversion Associates**, a Massachusetts-based business intelligence firm, as a strategic partner focused on advertising performance measurement.

Database marketing agency **Merkle** has named **Sandeep Kharidhi** as analytics practice leader for insurance and wealth management clients. He joins the firm following stints at Acxiom and ChoicePoint.