



BDRC Group Makes Four New Board Appointments

London, 1st August 2011 – Ambitious independent BDRC Group announces appointments to the Boards of both its agency and consulting business, BDRC Continental, and its operations business, Perspective Research Services (PRS).

Shiona Davies and James Myring have joined the BDRC Continental board. Davies is Director of Business to Business and Finance Research, overseeing the company's Business Opinion Omnibus and SME Finance Tracker surveys, a bank tracker, and a wide range of ad-hoc financial and B2B projects. Myring is Director of Media and Internet Research and leads a team focused on tracking international broadcast media as well as the uptake and impact of new consumer technologies.

Additionally, Perspective Research Services, one of the UK's largest market research call-centre and online operations, sees the appointment of Ger-Jan van der Maten, Finance and Management Director, and Tom Stacey, Operations Director, to its Board. Stacey manages all operational aspects of PRS's telephone units and nationwide face-to-face field-force, while van der Maten is responsible for all financial management aspects, and plays a key role in business planning and strategy.

"These promotions strengthen our already impressive senior management ranks and mark an important milestone in our Group's growth," says Cris Tarrant, CEO. "The appointments also inject valuable skills and experience into our leadership teams, and are designed to provide us with the necessary platform to take the next step in the Group's development."

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Note to editors

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About BDRC Continental

BDRC Continental is the UK's largest independent market research agency. Established in 1991, the company has built an unrivalled reputation as a full service consultancy with specialist expertise across a number of sectors including business to business, financial services, hotels, meetings & hospitality, media & advertising, internet & telecoms, Government & not for profit, culture & leisure and tourism, travel & transport.

BDRC Continental is staffed by highly experienced researchers with great reputations in their individual fields as well as in the market research industry. The company is renowned for its consultative approach and ability to add value to clients' businesses by bringing insights from multiple markets to the research. This cross-disciplinary approach enables BDRC Continental to provide intelligence that is informed by a deep understanding of the client's issues and the wider market context. As well as undertaking bespoke research for a wide variety of clients, the company conducts a number of syndicated studies and has developed proprietary techniques including Tracktion, Grapevine, Service Intensity, the Business Opinion Omnibus, SME Finance Monitor and ZMET Visionary Thinking.

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