

New appointment to the GfK team

GfK has welcomed account director Matthew Glogauer to its South African team as it continues to discover new insights into the way people live, think and shop.

Matthew has more than a decade of experience in marketing, having worked for companies such as Research Surveys, GlaxoSmithKline, Tiger Brands and KLA. Based on this, he is well positioned to offer marketing solutions across a variety of industries and territories, and he has insight into both supplier and client perspectives. With a love for strategy and experience in a diverse range of marketing roles, the father-of-two has quite literally done it all when it comes to market research.

As an account director at GfK, Matthew will be growing and developing accounts across financial services and telecommunications.

For more, visit: <https://www.bizcommunity.com>