

The Palmerston Group names Director of Strategic Insights

Colleen Berg adds disciplined depth to research team



Toronto, Jan 18, 2019 (IssueWire.com) - The Palmerston Group has strengthened its Canadian presence, naming Colleen Berg, MBA as Director of Strategic Insights for the agency.

In this role, she adds to the agency's deep expertise in immersive qualitative research.

With extensive experience conducting 100s of focus groups, ethnographic interviews and digital diaries

across North America including stints at The Sound and Fresh Squeezed Ideas, Colleen has been instrumental in building some of the biggest brands in Canadian business.

Berg has hit the ground running and has already been involved in projects for Tim Hortons, Canadian Tire and RBC Ventures.

“This is the year of Canada in the market research industry,” says founding partner Daniel Berkal. “We’ve recently seen international clients starting to shift their budgets north of the border. With a highly educated and diverse population, Canada is an exceptional test market. Combined with affordable costs and perceived foreign instability. It’s the perfect storm for the business.”

TPG was recognized for its ethnographic work for Cirque du Soleil, which earned the agency “best qualitative research” honors from the MRIA.

Media Contact

The Palmerston Group

daniel.berkal@thepalmerstongroup.com

6479388181

1601 Dundas St East, Toronto ON M4L 1L1

Source : The Palmerston Group

See on IssueWire : <https://www.issuewire.com/the-palmerston-group-names-director-of-strategic-insights-1623026016012327>