

Press Release

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Andreas Neus appointed as Head of University Cooperation for GfK Verein

Nuremberg, 8 May 2013 – Since April 2013, Andreas Neus (42) is responsible for expanding the University Cooperation program of the GfK Verein.

With a background in psychology and communications research, Andreas Neus has international experience in consulting, research and teaching in the area of media and innovation. He started 1999 in the e-business & interactive media practice of IBM's consulting group in Hamburg, and has been responsible for managing international strategy and transformation projects for major media clients.

In 2006, he joined IBM's think-tank "Institute for Business Value" in Amsterdam, as the Media & Entertainment Lead for Europe, Middle-East and Africa. 2008 he moved to the Karlsruhe Service Research Institute (KSRI), a public-private partnership of IBM Germany and the Karlsruhe Institute of Technology (KIT), where he launched the Service Innovation Lab.

At the GfK Verein, as head of University Cooperation, Andreas Neus is responsible for expanding the international cooperation in education and research. The objective of the new function is to expand the existing university projects in Africa, and to establish further cooperation projects especially in Asia, Latin America and the Middle East. The focus is on the international transfer of Know-How and the establishment of joint market research programs with universities.

Additionally, he will launch research projects on markets and consumers in these regions, to identify specific obstacles and opportunities for market research.

The GfK Verein

The GfK Verein was established in 1934 as a non-profit organization for the promotion of market research. Its membership consists of approximately 600 companies and individuals. The purpose of the Verein is to develop innovative research methods in close cooperation with academic institutions, to promote the training and further education of market researchers, to observe the structures and developments in society, the economy and politics that play a key role in private consumption, and to research their effects on consumers. Survey results are made available to the membership free of charge. The GfK Verein is a shareholder in GfK SE. Further information: www.gfk-verein.org

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Responsible under press legislation:

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