



Press release

Respected industry leader Stan Sthanunathan joins quantilope's growth journey as board advisor

Respected market research industry leader Stan Sthanunathan is joining quantilope as a strategic board advisor. Stan Sthanunathan has significantly transformed the departments and management of insights teams at leading international brands such as Unilever and The Coca-Cola Company.

Hamburg/New York, 2021, July 20 International insights automation technology provider quantilope is welcoming Stan Sthanunathan as a new board advisor to support its continued growth and global expansion. Stan is a respected industry leader with a proven track record of delivering insight-led growth strategies for businesses. He has significantly transformed the insights function of leading international brands such as Unilever and The Coca Cola Company.

“The insights function can play a crucial role in powering sustainable and accelerated growth of brands - but only if it focuses on the right things! quantilope’s tremendous growth has impressively demonstrated the need for game-changing, new approaches to insight management“, explains Stan Sthanunathan.

“Stan is a highly esteemed leader and expert on shaping not only the insights function but the industry as a whole, making him an ideal partner for quantilope where we continue to empower insights managers to act proactively and drive accelerated growth through insights. We are very much looking forward to teaming up with Stan in order to drive quantilope’s future as the leading insights automation provider in the industry”, said Dr. Peter Aschmoneit, CEO and co-founder of quantilope.

Stan Sthanunathan is an experienced leader in consumer insights and market research. Specifically, Stan has implemented multiple transformational growth strategies for CPG brands rooted in tech-driven insights to deliver double the impact in half the time and half the cost. As Executive Vice President of Consumer & Market Insights at Unilever, Stan developed the People Data Center (PDC) to generate real-time insights through AI & Machine Learning techniques. Prior to Unilever, Stan worked as the Global Vice President of Marketing Strategy & Insights at The Coca-Cola Company where he established a culture of innovation through insights and developed programs to transform insights into action resulting in 14 quarters of consistent growth. Stan Sthanunathan is based in the U.S. and joins quantilope as board advisor globally.

Founded in Germany in 2014, quantilope has been on a path of global expansion with international offices across Europe and the United States. quantilope’s mission is to globally scale insights automation based on the belief of freeing all marketing decisions from gut feel.

About quantilope

quantilope is an insights automation platform automating advanced research methodologies including Conjoint, MaxDiff, TURF, Implicit Association Tests, Tracking and more. Our end-to-end platform connects the entire market research process from the research question to the questionnaire design, professional panel management, live reporting, in-depth analysis, and data visualization. The average project turnaround time is 1 – 5 business days. The company employs around 200 people worldwide with global clients including Danone, FlowersFoods, Pepsi, Nestlé and Telekom, as well as renowned institutes and consulting agencies such as GfK.

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