



Press release

## **Carl West, formerly at GfK, is quantilope's new Client Development Director EMEA in London**

**Carl West, formerly Client Success Director at GfK in London, is the new Client Development Director EMEA in quantilope's new UK office in London. In his new function, he is responsible for expanding the quantilope insights automation platform in the UK market.**

***Hamburg/New York, 2021, August 4*** Carl West has been new Client Development Director for technology provider quantilope since August 1, 2021. Together with the team in quantilope's new UK office in London, he is responsible for expanding the insights automation platform into the UK market and for scaling quantilope's european business.

Carl West is an expert with a great deal of experience in market research technology solutions, high value sales cycles, c-suite account management and high performing team management. He had managed the research and insights teams as well as commercial management of large blue chip enterprise since 2008, most recently he moved to Client Success Director in London for 3 years. He has been experienced in working for startups through to large corporates and has managed client relationships across the world.

"I am really excited to be a part of quantilope's growth journey in the United Kingdom. Its insights automation platform, the high level of continuous innovation and especially the energy of the teams has inspired me. This combination of science-based methods, AI, automation, cloud enabled insights and passion makes for a great next step," Carl West says.

In his new function, Carl West reports to Georg Wesinger, Vice President EMEA at quantilope.

Carl West lives with his wife and family in Hampshire,UK.

### **About quantilope**

quantilope is an insights automation platform automating advanced research methodologies including Conjoint, MaxDiff, TURF, Implicit Association Tests, Tracking and more. An 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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