

PressRelease

For Immediate Release

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Planet Retail recruits Ipsos MORI's Head of Shopper & Retail as Chief Knowledge Officer

Planet Retail, the leading global retail analyst firm, strengthens its capability to deliver cutting-edge retailer strategies, coupled with actionable shopper insights by recruiting Lindsay Cowan as Chief Knowledge Officer.

Lindsay brings with her over 20 years' experience in consumer and shopper insight.

In her early career she was Group Account Director for **Tesco** at their insight company, **dunnhumby**, she then went on to become Global Head of Shopper at **TNS RI (Kantar)** and more recently was Head of Shopper & Retail for **Ipsos MORI**.

Her insight experience spans FMCG Manufacturers, Retailers, Health Providers, and Financial Services - working with clients such as Unilever, GSK and Sainsbury's. Her primary skill set is assisting clients to action insight by delivering the 'so what?' factor.

"We are extremely excited by the wealth of industry experience Lindsay will bring to Planet Retail as our new Chief Knowledge Officer. Lindsay has a proven track record of delivering added value to clients which is at the heart of Planet Retail's business proposition" said **Paul Martin, Managing Director of Planet Retail**.

Lindsay takes her position with immediate effect.

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About Planet Retail:

Planet Retail is the leading provider of intelligence on the global retail and foodservice industries, monitoring more than 10,000 retail operations as well as market developments in 211 markets. With over 15 years of industry insight, Planet Retail is a brand trusted by more than 3,000 organisations worldwide, delivering up-to-the-minute news, analysis, market research and digital media via www.planetretail.net. Planet Retail has offices in London, Frankfurt, Chicago, Qingdao and Tokyo.