

The Research Partnership

In the UK, healthcare market research agency The Research Partnership has appointed Julie McGuigan as Marketing and Communications Manager, to build the brand globally and integrate marketing activities across its regional offices.

McGuigan joins with more than 12 years' experience in B2B marketing, having previously worked as Stakeholder Communications Manager for The Wellcome Trust, Director of Marketing for GfK Martin Hamblin (now GfK-NOP), and as Marketing Manager for ORC International.



Her new role will focus on the development of marketing communications strategies involving web and e-marketing, events management, advertising and PR, brand management, CRM and new product development.

Director and Founding Partner Mark Jeffery said of the appointment: 'Julie's experience will be invaluable in supporting our ambitious plans for future growth. She has already begun raising our profile in key markets and we have plans to increase activity even further in 2009.'

The Research Partnership offers both qual and quant approaches for licensing evaluation; market evaluation; new product development positioning, launch tracking; market sizing; product placement; and segmentation.

The firm, which has offices in London, New York, [Toronto](#) and Singapore, is online at www.researchpartnership.com.