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BMG Research recruits Sainsbury's employee insights expert Claire Gevaux

BMG Research have recruited Claire Gevaux, formerly responsible for employee insights and engagement at Sainsbury's, as part of plans to boost its offer and presence in the sector.

Claire is a highly experienced market research and employee insight professional who has worked both agency and client side for over 15 years, including five years at Sainsbury's. At the supermarket chain she managed the company's flagship quantitative employee insight survey, she led the transformation of the insight survey with new methodologies, expanded a program of face to face meetings between staff and directors, and oversaw panel tracking and an omnibus survey.

Previously she has worked with the Central Office of Information (COI), ORC International and Ipsos MORI.

At BMG Claire will be working closely with the senior team at to take forward the agency's employee insight offer.

BMG's Managing Director, Dawn Hands, said "*Claire brings a wealth of experience to this role and I am delighted to welcome her to BMG. Employee engagement is a growth market as companies increasingly realise the productivity and efficiency gains that an engaged workforce brings. At BMG we are expanding our innovation and capability in this field and Claire's appointment will help us be even more ambitious*". Claire will hold the post of Research Director specialising in Employee Engagement and will be based in London.

"BMG really impressed me with the quality of their outputs and their commitment to the employee engagement business. It's an ambitious agency that helps clients through professionalism and innovation, and that aligns with how I like to work," said Claire Gevaux.

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