

# InSites Consulting ready for future growth

Despite the challenging economic climate, InSites Consulting has managed to grow its business with 28% in 2011, bringing total revenues to more than €16 million. Next to the existing offices in Ghent, Rotterdam and London, it opened new offices in Timisoara and New York, thus expanding to a total of 120 employees. The research agency was awarded as best research agency in the Netherlands, nominated for best new agency in the UK and received 5 award nominations at ESOMAR's most recent general conference in Amsterdam.

"We are living in great times: consumers have more power than ever, technology is creating chances every single day, clients expect to drive future growth from new emerging markets and the boundaries of our industry are becoming more blurry", says *Kristof De Wulf*, CEO of InSites Consulting. "Our key to accelerating growth in the coming years is based on increased focus, further strengthening our investments in continuous method innovation and marketing thought leadership, empowering consumers and employees, and wowing our customers".

## **20% of turnover from Market Research Online Communities (MROC)**

*Tim Duhamel*, as CSO in charge of corporate strategy, highlights InSites Consulting's vision and related focus: "We believe consumers will take the lead in shaping any company or brand in the future. Marketers need to learn how to let go and take down their marketing walls as companies actively listening and involving consumers outperform the competition. Our core mission is to make organisations more successful by bringing consumers inside through activating and engaging experiences".

Market research online communities are one of the main vehicles InSites Consulting is using to achieve that goal. Duhamel: "Today, close to 20% of our business is community-based; it is one of our main growth axes for the future. This method fits with our clients' needs today and tomorrow: it combines old and new techniques, integrates solid research know-how with more creative and non-traditional skills, provides our clients with fluid and always-on knowledge collection capabilities, and allows an 'insights-on-demand' capability".

### New Managing Directors for the Belgian and Dutch office

InSites Consulting redefined some roles of people and management in order to better support clients around the world. Kristof De Wulf explains: "This is of crucial importance given the fast pace at which we need to respond to environmental change and the fact that more alignment is needed across our five offices in four different time zones on two continents".

With De Wulf and Duhamel in charge of strategy execution respectively strategy development, InSites Consulting wants to increase speed and quality of decision-making and at the same time protect and drive long-term strategic thinking and acting. De Wulf adds: "We believe in empowering people. We are very glad that we were able to welcome *Magali Geens* as our ninth partner and that *Hakim Zemni* and *Ramon Pardo* will take on the role of Managing Director of respectively the Belgian and Dutch office. Furthermore, InSites Consulting is proud to say that the office in New York is now fully up to speed. Managing partners *Filip De Boeck* and *Niels Schillewaert* are leading the InSites Consulting growth overseas, together with Dennis Claus."



Hakim Zemni  
Managing Director BE



Ramon Pardo  
Managing Director NL



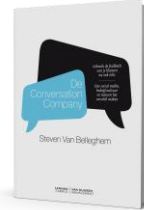
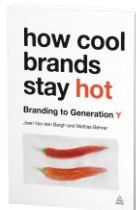
Christophe Vergut  
Managing Director UK



Filip De Boeck  
Managing Director USA

### Expanding the ForwaR&D Lab team

Future growth is finally believed to be dependent on continued investments in method innovation and thought leadership. Kristof De Wulf: "We expanded our ForwaR&D lab team with 4 new bright people: Anouk Willems, Elias Veris, Bas De Luij and Thomas Troch. I am also very proud to see that our investments in thought leadership are paying off. Steven Van Belleghem's book 'The Conversation Manager' received the 2010 PIM Marketing literature award, Joeri Van den Bergh's book 'How Cool Brands Stay Hot' has been nominated Marketing Book of the Year 2011, and we expect more than 1,000 people to attend the launch events of Steven's new book 'The Conversation Company'."



[Social Media Release](#)

# Contact

## Kristof De Wulf, CEO



+32 496 232 920



kristof@insites-consulting.com



@kristofdewulf



<http://be.linkedin.com/in/dewulfkristof>

## Tim Duhamel, CSO



+32 495 232 223



tim@insites-consulting.com



@timduh



<http://be.linkedin.com/in/timduhamel>

# InSites Consulting

InSites Consulting was established in 1997, and although a marketing research company, the founders never really wanted to be market researchers. InSites Consulting really is a crazy blend of academic visionaries, passionate marketers and research innovators that are determined to challenge the status quo of marketing research.

Over the last 10 years the company has grown at an amazing 35% per year. Today, there's more than 120 employees working in five offices (BE, NL, UK, RO, US) getting their energy from helping world leading brands to improve their marketing efforts and to develop deeper connections with consumers on a global scale via Online Research Communities. InSites Consulting is rewarded with no less than 15 international awards.

The recipe for success: a never-ceasing enthusiasm, a lot of hard work, a culture of sharing, and permanent innovation in research methods and marketing thought leadership. And last but not least: positively surprising clients every day.

More information is available at: [www.insites-consulting.com](http://www.insites-consulting.com)

