



Press release

London, November 30th 2016

New MD will lead the expansion of Nepa in UK

Lindsay Parry (formerly Cowan) took today, November 30, 2016 the position as MD of Nepa UK in London. Lindsay has extensive experience and an international network after being in senior management positions for more than 20 years, including Head of Retail at Ipsos, Global Head of Shopper Insights at TNS/Research International and Group Account Director for Tesco at dunnhumby.

- *Nepa has a unique and globally proven product offering in ActionHub®. The time has come to let the entire UK market understand our value proposition – analysing business data and customer feedback together to unlock hidden business potential. Nepa is looking to grow fast and we believe that Lindsay is the person that will help us accomplish our goals, says Hans Skruvfors MD Europe and Asia at Nepa AB.*
- *By utilising the benefits delivered by ActionHub®, Lindsay has proved the effect our offer may have on the UK market. Lindsay's extensive network after having worked more than 20 years in the industry, mainly in the consumer goods and retail, combined with her innovative approach and constant quest for growth, are qualities that we value highly, Hans continues.*

One of the most distinct business trends

Being able to have a completely customer-centric business development is one of the strongest corporate trends – globally. The voice of the customer is a constant source of information that affects the way companies strategize, the way they develop new products and assortments, their sales channels and entire stores and also the way they roll out marketing campaigns. But collecting endless data from customer feedback and consumer behaviour is useless, unless it's interpreted, analysed, and made sense of so that it can be put to work and acted on at all levels of the organisation.

One of the more sought after insights is a person's purchasing behaviour in the new Omni channel world. Their behaviour changes more often than ever before as a result of the new purchase opportunities caused by the rapid and global digitization. Trying to understand new paths to purchase to increase penetration is something that retailers and consumer goods companies are constantly struggling with.

- *One of my important tasks is to help retailers and consumer goods companies to understand the underlying reasons to the constantly changing behaviour of the consumers. What is ultimately driving purchase in this new online/offline world? Where should the investment be made? Based on ActionHub® my colleagues and I can connect these insights with a business own KPI's to fine-tune their business growth, says Lindsay Cowan, new MD at Nepa UK.*