

## SymphonyIRI Group appoints new technology leader for Europe

### *Lynda Gammell appointed as International Executive Vice President for Technology*

**UK, 2<sup>nd</sup> September 2010** – Moving from SymphonyIRI in the USA, Gammell becomes International Executive Vice President for Technology in September 2010, based at International headquarters in Bracknell (UK) reporting to the group's International President, Nigel Howlett.

As a global partner of consumer packaged goods (CPG) retailers and manufacturers, SymphonyIRI provides innovative solutions and services that enables clients to maximise both growth and operational efficiency. Over the last two years, as part of a wider repositioning strategy, SymphonyIRI has made significant investment in the development of high performance technology solutions. These have been designed to enable CPG retailers and manufacturers to drive superior performance by more rapidly accessing and deploying strategic business insight across a wide range of marketing, sales, supply chain and general management functions.

Building on these accomplishments, Gammell will be responsible for leading two initiatives:

- Growing the Technology Solutions group in Europe and beyond by expanding SymphonyIRI's sales, product and delivery capability in areas such as:
  - Global Data Integration (business performance measurement and benchmarking)
  - Sales Force Enablement (key account performance management, on-shelf availability, supply chain management and in store execution excellence)
  - Web Enabled Business Performance Reporting (retail tracking and its integration with consumer panel data)
- Developing the company's technology strategy, in partnership with the Global Technology team, to ensure that solutions are enhanced in line with clients' evolving needs.

Commenting on the move Howlett said: "Lynda's transfer comes at an exciting time for the Group's technology business. Building on the rapid growth of our technology business, we continue to develop powerful solutions to enable clients to access business intelligence on demand and respond more effectively to the challenges of the post recessionary economy. Lynda has a proven track record of delivering technology and business transformation programmes and her leadership skills and expertise will play a vital role in accelerating our international growth."

Lynda Gammell added: "I am thrilled to be given this exciting opportunity. The current economic environment, coupled with continued globalisation, has increased the pressure on retailers and manufacturers to move to an even greater level of customer and shopper centricity - ensuring the right product really is in the right place at the right time. Our market leading solutions provide the macro and micro insights needed to achieve this strategic understanding, enabling clients to drive business growth faster and more efficiently. My primary mission will be to ensure that even more CPG retailers and manufacturers can benefit from these solutions, at every level of their business".

# Press Release

For Immediate Release

  
SymphonyIRI Group

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Gammell joined SymphonyIRI in the US in 1991. During her time with the company she has lead the transformation of the Group's technology services team where she grew revenue and profitability through broadening the company's client base and increasing the range of solutions offered. After this, Gammell moved to Product Management and Strategy, launching Impact, SymphonyIRI's leading global portal collaboration platform, followed by Advantage Solutions (powered by Liquid Data™), SymphonyIRI's business analysis solution suite. Gammell has a BSc in Industrial Engineering from the University of Nebraska.

## About SymphonyIRI Group

SymphonyIRI Group, formerly named Information Resources, Inc ("IRI") is the global leader in innovative solutions and services for driving revenue and profit growth in CPG, retail and healthcare companies. SymphonyIRI offers two families of solutions: core solutions for market measurement and Symphony Advantage solutions for enabling new growth opportunities in marketing, sales, shopper marketing and category management. SymphonyIRI solutions uniquely combine content, analytics and technology to deliver maximum impact. SymphonyIRI helps companies create, plan and execute forward-looking, shopper-centric strategies across every level of the organisation.

For more information, visit: [www.SymphonyIRI.eu](http://www.SymphonyIRI.eu)

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