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DBM Consultants celebrates 30 years in the industry

DBM Consultants celebrates its 30th anniversary as one of Australia's leading research and insights agencies.

An outstanding achievement, the consultancy has gone from a bespoke research focus to becoming Australia's leading provider of syndicated research for financial services through their flagship study, DBM Atlas.

"Our heritage is strategic research and consulting, customised to the individual needs of each client, and across a range of industries – particularly within the services sector," said Kipling Zubevich, CEO.

"We have had long lasting relationships of more than 10 years for most of our major clients," added Dhruba Gupta, Managing Director.

"We are still working with the same client today as we were on day one!"

Zubevich said that the last 15 years has seen an increasing appetite for robust management and diagnostics of customer satisfaction and advocacy, particularly in financial services.

"For the past decade or so, we have focused much of our efforts in this space," he explained. We are proud to be serving over 50 financial services brands today."

DBM Atlas has been widely recognised for its value, including more recently in the 2021 Campaign Agency of the Year and B&T Agency of the Year Awards.

"Looking forward, we are aiming to come full circle and re-invigorate our customised research offering. We have brought a number of senior leaders on board to help us drive these efforts – leading new boutiques such as [DBM Social Research](#)."

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