



FOR EMBARGO UNTIL FEBRUARY 12, 2024

PureSpectrum Welcomes Ian Roberts to Lead Client Portfolio Expansion in Key EMEA Region

LONDON, February 12, 2024 - In London, online sample marketplace and restech company PureSpectrum has appointed Ian Roberts as Business Development Director, tasked with expanding the company's client portfolio across EMEA.

Roberts joins after over twenty years of experience in the Insights industry including time at GfK, Nebu, and Bilendi. Commenting on the appointment, EMEA Managing Director Stephen Hughes said: "I'm delighted to have Ian join us. His wealth of experience and extensive network will undoubtedly prove invaluable as PureSpectrum looks to continue our rapid growth into 2024."

Roberts' keen understanding of client needs, coupled with his passion for delivering tailored solutions will drive extensive growth in the EMEA region for PureSpectrum. Roberts comments: "With PureSpectrum, I see the sample and research world with clarity: It's not just enhanced quality, it's a confidence boost. I trust the data and processes to deliver the best to our clients."

Ian Roberts' appointment underscores PureSpectrum's commitment to providing best-in-class market research solutions and strengthening its presence in key global markets. With Ian's leadership, PureSpectrum is poised to drive continued growth and deliver exceptional value to clients across the EMEA region.

About PureSpectrum

PureSpectrum offers a complete end-to-end market research and insights platform, helping insights professionals make decisions more efficiently, and faster than ever before. Awarded MR Supplier of the Year at the 2021 Marketing Research and Insight Excellence Awards, PureSpectrum is recognized for industry-leading data quality. PureSpectrum developed the respondent-level scoring system, PureScore™, and believes their continued success stems from their talent density and dedication to



simplicity and quality. In the few years since its inception, PureSpectrum has been named one of the Fastest Growing Companies in North America on Deloitte's Fast 500 since 2020, and ranked for three years in a row on the GRIT Top 50 Most Innovative List and the Inc. 5000 lists.