

## Press release

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### **New Chief HR Officer and new Chief Technology Officer: Jutta Suchanek and Benjamin Jones join GfK's Executive Leadership Team**

**Nuremberg, August 21, 2017 – GfK appoints Jutta Suchanek and Benjamin Jones as members of the Executive Leadership Team in where both will take on newly created roles. Jutta Suchanek will lead GfK's global HR function as Chief HR Officer effective October 1, 2017. Benjamin Jones will serve as Chief Technology Officer. Starting September 1, 2017, he will lead all technical functions across the company including all IT and Data & Technology functions.**

Jutta Suchanek has been responsible for driving organizational development and change throughout her career. Since 2014, she has served as Chief HR Officer and member of the Executive Leadership Team at WMF Group. In this role she provided crucial support for the successful transformation of the company. Prior to joining WMF, Jutta Suchanek held different leading HR positions at Syngenta and was based in Singapore and Basel. She has built up extensive experience in integrating international teams and ensured a close collaboration between different business units. As a global HR business partner for three business units, Jutta Suchanek supported Syngenta's global business transformation.

"With Jutta Suchanek, GfK has secured the services of yet another skilled executive with a wealth of experience for GfK", says Peter Feld, CEO of GfK. "Our company will significantly benefit from her international experience, her expertise in managing transformation processes and her valuable skills in talent acquisition and development."

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Management Board:  
Peter Feld (CEO)  
Christian Bigatà Joseph (CFO)  
David Krajicek  
Alessandra Cama

Supervisory Board Chairman:  
Ralf Klein-Bölting

Commercial register:  
Nuremberg HRB 25014

Benjamin Jones has acquired profound expertise in digital transformation in his previous positions. Most recently, he served as Chief Technology Officer at the global media organization Euromoney Institutional Investor. Benjamin Jones started his career at PriceWaterhouseCoopers working across a number of industries before taking up senior technical roles within both media and insurance businesses.



Peter Feld says: “I am convinced that the appointment of Benjamin Jones is an important step to promote digitalization across our organization. With his digital expertise and excellent knowledge across both B2B and B2C companies, he will help us to develop even more agile, innovative and effective solutions for our clients.”

### **About GfK**

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK’s long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers’ experiences and choices.

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