



Press release

23. November 2017

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Christian Erlandson joins GfK as Chief Customer Officer and completes Executive Leadership Team

Nuremberg, November 23, 2017 – GfK appoints Christian Erlandson (49) as Chief Customer Officer and thus successfully fills the last pending position of its Executive Leadership Team. Christian Erlandson will take over the position from CEO Peter Feld effective November 27, 2017 and will be responsible for sales and business activities across all regions.

“The appointment of Christian Erlandson is another important step in our strategy to change GfK’s relevancy for our clients through digitization and a significantly increased customer centricity”, says Peter Feld, CEO of GfK.

Christian Erlandson has more than 20 years of international experience in sales. He will be joining from the data and analytics service company Dun & Bradstreet where he has served as CEO UK and Managing Director Europe. In this position he successfully implemented a European strategy in order to drive sustainable long-term revenue growth. Besides this, GfK will benefit from Christian Erlandson’s knowledge he gained through various management positions at Thomson Reuters.

About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world “Growth from Knowledge”. For more information, please visit www.gfk.com or follow GfK on

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