

Press release

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GfK appoints Warren Saunders as new General Manager for Northern Europe

Nuremberg, August 6, 2018 – GfK SE appoints Warren Saunders as the new General Manager for Northern Europe. As of September 24, 2018, Saunders will take on responsibility for GfK’s business activities in this region and will report directly to GfK Chief Customer Officer, Christian Erlandson.

Warren Saunders has longstanding experience in managing regional business units of global organizations with a focus on GfK’s key markets of technology and durable goods in the Northern European region.

In 2014, he began working for Sony Mobile Communications, where he first served as Sales Director for the UK and Ireland before he became the Country Head for UK and Ireland in 2015. In the latter position, he was responsible for Sony’s entire mobile business in both countries. Prior to joining Sony, he worked for the UK division of Samsung Electronics. From 2009 to 2012, he was Global Account Director for the Hutchison Group account, where he established Samsung as the key smartphone supplier. As Head of Sales for Samsung’s UK mobile business from 2012 to 2014, he delivered a number of prominent product launches. In both positions, he achieved strong volume and value growth.

“With Warren Saunders, GfK has won a Senior Leadership Team member with longstanding management experience and a strong track record in our focus area and key markets”, said Christian Erlandson. “He is an ideal fit for GfK. With his excellent leadership skills, he has successfully driven corporate development in challenging market environments. I am sure that he will significantly contribute to strengthening the competitiveness of GfK in our Northern European markets and support our team in bringing our company back on a sustainable growth path.”

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Management Board:
Peter Feld (CEO)
Christian Bigatà Joseph (CFO)

Supervisory Board Chairman:
Ralf Klein-Bölting

Commercial register:
Nuremberg HRB 25014

Warren Saunders succeeds Ivar Michaelsen, who was appointed GfK’s Senior Vice President of Market Insights in February 2018. During the



interim period, the Northern Europe region was supervised by GfK's CCO Christian Erlandson.

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”.

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