

Lowell Ricklefs joins Toluna as Group Chief Operating Officer



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Press Release Summary: Toluna plc, Europe's fastest growing online panel and survey technology provider, has announced that Lowell Ricklefs has joined as Group Chief Operating Officer

Press Release Body: **Toluna plc (LSE: TOL)**, Europe's fastest growing online panel and survey technology provider, has announced that **Lowell Ricklefs has joined as Group Chief Operating Officer**. Lowell, **former Executive Vice President and Chief Revenue Officer of GMI**, is seen as a major development for the company. Lowell has overseen the dramatic growth of GMI, helping the company achieve global reach and #7 in Deloitte's 2007 Technology Fast 50.

*"Lowell joining [Toluna](#) is in line with our strategy of being a major global player. Lowell's brief is clear; he will be using his unique understanding of the North American, European and Asian markets to help us fulfil our global potential across all of our markets", **Frederic-Charles Petit CEO Toluna plc.***

Toluna has in the last twelve months launched eleven national online [panel communities](#), taking its reach to twenty seven and 1.6 million members, all managed within a unique community model. **Toluna's** focus on panellist engagement through developing online communities is unique in the market and is the basis of the company's reputation for innovation. **Toluna** has also launched its new [proprietary online panel](#) and community management solution [PanelPortal](#), and has acquired the Web2.0 poll start-up 'dpolls' in Israel.

A quick glance at Lowell's background shows his skills in helping organisations scale their businesses into truly global players are matched only by his passion for working in a focussed and innovative culture.

'This is a great opportunity to be an integral part of building a breakthrough global company that competes fearlessly to create customer delight in all our markets. At **Toluna** the pieces are in place from which to build the best global supplier in the world. It is very clear to me Toluna's success has, and will continue to be based upon three simple concepts; pride in innovation, recruiting staff with a hunger for innovation and quite simply, doing things better.' Lowell Ricklefs, Group Chief Operating Officer, Toluna plc

About

Toluna

Toluna, is Europe's fastest growing [online panel community](#) and survey technology provider to the global marketing research industry. The company provides sample and custom panel building expertise to over 300 of the world's leading market research agencies from offices across Europe and North America. **Toluna** has built and manages a panel community of over 1.6 million active members across 27 European and international countries. This has been extensively profiled into 16 specialist panels, reaching niche segments to provide premium quality research data. In addition, PanelPortal and AutomateSurvey, **Toluna's** online panel community management and survey software solutions, enable research professionals to easily build, manage and run their own online panel communities.

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