

Austria

News from Consumer Tracking Austria

New Operations & Innovations Manager CEE

Justus Gentner, who has previously worked for GfK Panel Services Germany and, most recently, for Europanel, started his new role as "Operations & Innovations Manager CEE" in September.

Overall, his responsibilities are to support the CEE countries in the roll-out of the new opportunities that GfK Consumer Tracking is offering at a European level. He will also oversee a harmonisation in operations in the CEE region in order to increase productivity. This objective requires the right information to be collected more centrally with processes, technology and methodology being harmonised across the region.

Karel Gröschl, who provides valuable support in household administration and scanning migration processes, will work closely with Justus and report to him regarding CEE operations issues.

His priorities for the next 12 months will be the roll-out of AnalyzeIT in all CEE countries together with the roll-out of an Individual Panel in Austria. In addition, he will play a supporting role for Hungary, Poland and Russia in the Scanning Introduction 2010. He will also assist in the roll-out of gfk4me across the region and with the setting up of a Management Reporting System to monitor panel and data quality in the region. Other duties will include a situation analysis to enable us to harmonise methodologies, the wave/response weighting and penetration correction for the CEE region together with ABS analyses and assessment.



Contact:

Justus Gentner
Operations & Innovations Manager CT CEE

GfK Austria
Ungargasse 37
1030 Vienna
Austria

Tel. +43 171710 393

Fax +43 171710 314

justus.gentner@gfk.com

www.gfk.at