

Mobile Digital Insights (MDI) expands its European team

Australian based multinational mobile specialist research agency **Mobile Digital Insights (MDI)** furthers its growth trajectory with the appointment of **Inna Merenkova** as **Managing Director for Europe**.

Based in London, Merenkova is charged with building a standalone MDI Europe business.

Prior to joining MDI, Merenkova held leadership roles at Gallup Media Russia, OMD, and was the lead in developing the market research division for TNS Russia.

After 5 years, TNS became the #1 research agency in Russia with 20% market share and annual double-digit growth. In 2015, Merenkova moved to London to lead Kantar TNS and Kantar's global relationships with top tier FMCG multinationals. Most recently, Merenkova was the Managing Director Europe at Behaviorally.



MDI Managing Director:
Europe
Inna Merenkova

MDI's CEO James Fergusson commented "Having worked with Inna at Kantar TNS, I am delighted to welcome her to MDI. Inna's personality, mobile knowledge skill set and vast experience is ideally suited to both meeting our clients needs across the UK and Europe and building a strong presence in the region."

Commenting on her appointment, Inna Merenkova said, "I am honoured and excited to join MDI as the Managing Director for Europe. The opportunity to lead the development and growth of MDI's presence in Europe is both thrilling and inspiring. MDI's commitment to in the moment mobile research, corporate culture, and client-centric approach are truly unique in the industry, and I look forward to leveraging these strengths for our success. With our dynamic global team's support, I am confident that we will establish MDI as a significant player in the European market."



MDI CEO
James Fergusson

Mobile Digital Insights (MDI) focuses on delivering high impact market research outcomes through innovative, in-the-moment, fast turnaround, and cost-effective mobile data collection and interrogation.

MDI operates in more than 50 countries around the globe and works with some of the world's largest consumer brands.

With decades of research and mobile experience, we focus on your needs to provide the best research possible and a seamless delivery.