

Appointment no. 1769
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Incite

UK research agency Incite has appointed Claudia Brendel from FreshMinds Research, Lucie Woods from Nunwood, and Xiaojing Wu from RONIN Corporation. Kerry McKinnon also joins as Office Manager.



Incite was founded in 2000 by current Directors Sid Simmons and Elaine Kent-Smith. Last August, the firm [moved](#) to larger premises elsewhere in central London, from its Covent Garden base where the agency has been located since it was founded.

Brendel joins from FreshMinds Research, where she headed the firm's Financial and Professional Services Practice. She has experience in developing new banking products, and expertise in research with wealthy and expat customers, and with clients in the premium spirits, luxury retail, law and insurance sectors.

At Nunwood, Wood worked on a range of ad hoc and tracking studies with a focus on FMCG and financial services.

Whilst at RONIN, Wu set up both CATI and web surveys, and managed and supported fieldwork. She has skills in SPSS and in creating online reports.

McKinnon previously held jobs in post production, media and most recently with private equity administrators.

'Each of our new people will contribute to this in their own way and we are really pleased to welcome Claudia, Lucie, Xiaojing and Kerry to the team,' says MD, [Roger Banks](#).

Web site: www.incite.ws .

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