

# Horst Feldhaeuser of Infotools Named Fellow by Research Association New Zealand

*Group Client Director at Infotools, an international market research software and services provider, is honoured with industry association fellowship*

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/EINPresswire.com/ -- The Research Association New Zealand (RANZ) has named Horst Feldhaeuser of [Infotools](#) as Fellow for the organization. To become a Fellow, one must be a practising researcher and have demonstrated a significant and sustained contribution to the market research, insights and data industry as a whole. Feldhaeuser was nominated for the fellowship by long-time colleague, Fellow and current Chair of RANZ, Winifred Henderson, Senior Client Director at Ipsos New Zealand.

Henderson said, "For as long as he's been part of the market research industry, Horst has given freely of his time and expertise to benefit the wider industry, both in New Zealand and overseas. He is one of the most creative and innovative researchers I've had the privilege to work with, and his passion and enthusiasm are well-known in research circles."

Feldhaeuser has served the industry in a number of capacities over the last decade, including stints as President of the Market Research Society of New Zealand and Chair of the New South Wales branch of the Australian Market Research Society. Most recently, Feldhaeuser has been a member of the RANZ Board, with responsibility for professional development. In 2016, he chaired the organising committee for the RANZ Research Association Effectiveness Awards (RAEAwards).

The RANZ Fellows unanimously agreed to name Feldhaeuser as a Fellow due to his significant and sustained contribution to the industry. His ethical leadership and commitment to creating a positive future for market research were also considered during the nomination process.

Feldhaeuser currently serves as Group Client Director at Infotools. In his position, he has a strong focus on people development, coaching, and growing global client relationships. He is a multi award-winning speaker at both global and regional industry events, including IleX and ESOMAR Congress. His industry awards have included Most Effective Partnership, Sustained Success, and in Consumer Research Services and Travel & Tourism Categories.

Ant Franklin, CEO of Infotools, said, "We are extremely privileged to have Horst as part of the Infotools team. He is a very talented researcher and deeply committed to helping our clients succeed. We are all really proud of him and thrilled that with this Fellowship, his peers have recognized his



expertise and his significant commitment to the wider research, insights and data community.”

Upon hearing about his selection, Feldhaeuser said, “I’m humbled that my peers believe me worthy to become a RANZ Fellow. The Fellows are people I’ve always looked up to, either as colleagues, managers, friends or competitors. I never dreamed I would be one! I’m looking forward to continuing to serve my peers and colleagues in the wider research, insights and data industry, encouraging others to get involved and continuing to promote market research as an exciting industry to be part of.”

Feldhaeuser joined the market research industry 16 years ago after moving from Germany to New Zealand.

#### About Research Association New Zealand

The Research Association New Zealand (RANZ) is the only industry body dedicated to professional providers and users of research, insights and data. The RANZ brand is a trust-mark for clients, employers, colleagues and other industries and indicates that the bearer is a member of an expert community, which upholds the highest professional and ethical standards.

#### About Infotools

Infotools is a market research software and services provider, used globally by some of the industry’s most curious minds. Their integrated software platform Infotools Harmoni is purpose-built to simplify the processing, analyzing, visualizing and sharing of market research data. Established in 1990, Infotools works with clients ranging from multinationals such as Coca-Cola, Orange, Samsung, Mondelēz and MetLife, to boutique research agencies such as Big Picture and Quantum Market Research.

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