

P2Sample Hires Market Research Veteran JD Deitch As Chief Revenue Officer

Programmatic sampling leader adds to leadership team further enabling continued global growth

ALPHARETTA, GEORGIA, USA, October 24, 2017 /EINPresswire.com/ -- P2Sample, an industry leader in [programmatic sampling](#) solutions for consumer insights and market research, has hired industry veteran JD Deitch as Chief Revenue Officer.

Deitch comes to P2Sample with executive experience at growth-stage insights startups Bakamo Social and Ask Your Target Market. Prior to that, he was global head of sampling for Ipsos, where he led the modernization of Ipsos' panel recruitment and sampling practices, improving quality while driving significant margin improvement. Before that, he was Head of Research and Analytics for the NPD Group in Europe.



JD Deitch, CRO

"JD brings significant research and operating experience to our leadership team, along with a deep understanding of the disruptive role of technology and automation in the industry. Hiring leaders like JD will enable us to continue our aggressive global growth," said Mathijs de Jong, CEO of P2Sample.

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"The P2Sample platform is a game changer in terms of reach, reliability, quality, and efficiency," said JD Deitch, CRO of P2Sample. "I am deeply impressed with the company's vision and leadership and look forward to contributing to its success." As CRO, Deitch will lead the Sales, Marketing, and Operations functions and help to define P2Sample's product strategy to continue the company's rapid growth. He will report to CEO Mathijs de Jong.

About P2Sample

P2Sample is the most sophisticated provider of programmatic sampling solutions for the consumer insights industry. Its APIs

deliver rock solid feasibility and in-field performance, with round-the-clock monitoring and self-healing

algorithms that automatically detect and mitigate survey problems. The platform is designed from the ground up to ensure a demonstrably superior respondent experience. It's the Right Survey, Right Person, Right Time methodology that puts an end to bouncing around in routers and mindless over-quotas.

Through its ground-breaking technology and respondent-centric approach, P2Sample's active member panel consists of 25+ million members worldwide across more than 150 countries. With recruitment from hundreds of publisher relationships, P2Sample can run studies targeting both high and low-incidence categories in real-time, all while ensuring respondents are opted in and pass rigorous first- and third-party quality checks that exceed typical panel standards.

Using P2Sample's platform, clients confidently launch in minutes, reach difficult audiences around the world, generate high-quality data, and close on time. P2Sample can run any type of study, from ad hocs to IHUTs to rock-solid trackers. Clients can also benefit from some of the highest recontact rates in the industry.

For more information about P2Sample, visit www.p2sample.com.

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