

LaMont Lambert Joins P2Sample Business Development Team

Experienced market research veteran will support company's rapid growth on a global level as vice president of business development

ATLANTA, GA, UNITED STATES, March 20, 2018 /EINPresswire.com/ -- [P2Sample](http://P2Sample.com), an industry leader in programmatic sampling, has added LaMont Lambert as vice president of business development. Lambert has more than 20 years in the market research industry, holding leadership roles in client services, sales and business development. In his new position with P2Sample, he will be working with the business development team to manage strategic and operational activities pertaining to strategic partnerships, sales and customer relationship management.

“LaMont has a huge amount of experience in the market research industry, and has a unique perspective and thoughtful approach to client relationships,” said Garrett Gil de Rubio, P2Sample’s vice president of business development (demand). “His work style and personality are an excellent fit with our current team and we are looking forward to tapping into his expertise.”



Lambert has direct experience in the sample space, working with both suppliers and end clients. Most recently, he served as vice president of advertiser services for data science company, GfK. Prior to this he served on the executive teams of respected companies like Research Now, Insight Express, IRI, Nielsen and others. He holds a degree from Rutgers University and will be based in New York in his new role.

About P2Sample

P2Sample is the most sophisticated programmatic sample provider in the market research industry, with an active member panel of 30+ million members worldwide, including in hard-to-reach demographics. As a technology-driven company, P2Sample leads the way in implementing new approaches and techniques that deliver better quality data. From proprietary algorithms that optimize respondent experience and engagement to artificial intelligence that works continuously to mitigate fraud, P2Sample is committed to rock-solid feasibility, agile delivery and maximum dependability.

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