

Infotools' Geoff Lowe Elected to Research Association New Zealand (RANZ) Board

Lowe was elected in a member-wide vote earlier this month and he will be working to fulfill the RANZ mission for his two-year term

AUCKLAND, NEW ZEALAND, June 25, 2018 /EINPresswire.com/ -- Geoff Lowe has been elected to the Research Association New Zealand ([RANZ](#)) Board. Lowe, who currently serves as Director at Auckland-based [Infotools](#), a global leader in market research analysis solutions, will serve a two-year term with RANZ, with the option for re-election for one additional term. He also serves as the New Zealand representative for ESOMAR, and is looking forward strengthening bonds across borders through his work with both organizations.

Lowe was elected in a member-wide vote earlier this month and he will be working to fulfill the RANZ mission of advocating for the “relevance, development and growth of the wider research, data and insights profession in New Zealand.” He was elected alongside five other new board members: Karin Curran, Carl Edkins, Ian Mills and Galina Mitchelhill (returning member). They will serve with existing members Carin Hercock and Catherine Frethey-Bentham.

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 an award-winning software and services provider, with particular expertise in processing, analyzing, visualizing and sharing market research data. Established in 1990, and with a presence in the US, Europe, South Africa and New Zealand, Infotools works with some of the world's best-known brands, including Coca-Cola, Orange, Samsung and Mondelez.

www.infotools.com

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