

Former NielsenIQ Exec Mike Johnston joins research technology platform Glow

Mike Johnston, former Executive Director of Product Leadership at NielsenIQ, has joined fast-growth research technology platform Glow.

MELBOURNE, VICTORIA, AUSTRALIA, February 16, 2022 /EINPresswire.com/ -- Johnston joins [Glow](#) in the newly created role of Managing Director - Data Products, where he will lead the development of new subscription research products.

Johnston's most recent role at NielsenIQ was as executive lead responsible for product strategy for the FMCG business across consumer panel and scan data in the Pacific region.

Johnston brings to Glow over 20 years experience in the UK and Australia working across managerial and commercial positions within research and consultancy businesses that specialise in FMCG category research, loyalty and analytics including Nielsen, Aimia & dunnhumby.

"I am excited to join the tight team at Glow. They have a world-class research platform, products that I am keen to champion, a growing international footprint and an energy and entrepreneurial spirit that is infectious. I'm looking forward to helping accelerate their growth," enthuses Johnston.

Tim Clover, Glow CEO and Founder says,

"Mike is a super talent. He's got a depth of knowledge in data products and the FMCG sector that is exceptional and his international experience is really valuable as we scale-up in Europe and the US. Most importantly though, he's aligned with our vision to help businesses have more



Mike Johnston

impact and he's got the attitude and smarts to help make our team even more effective. I'm thrilled he's joined us."

Glow has hired a number of staff in recent months including their first CMO and multiple business development, account management and operations team members in Australia, the UK and the Philippines.

For more information, please visit: [Glowfeed.com](https://glowfeed.com)

About Glow

Glow is an on-demand research platform that enables businesses to make better decisions by powering fast, affordable and robust consumer research. Glow provides real-time data visualisation for faster decision making and supports simple to complex research needs. It gives businesses such as market research agencies, advisory firms, marketing communications agencies and consumer goods companies the power to get consumer research right, and the confidence to act on those insights.

Glow is a member of the Research Society and part of the NielsenIQ Partner Network, an ecosystem of technology providers for research. Glow is an active participant in the data for good movement and has no political affiliations. Glow was founded in Australia with offices globally.

Matt Houltham

Glow

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