

# GSIQ Expands into U.S. Market with Nicole Hollomon as Managing Partner

*GSIQ continues its global expansion with launch of U.S. division, further strengthening leadership team with Nicole Hollomon, Managing Partner, United States.*

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EINPresswire.com/ -- GSIQ, a global research and insights agency specializing in intelligence analysis for the [sports](#), [sponsorship](#), and [tourism](#) industries, has announced the launch of its U.S. division, appointing Nicole Hollomon as Managing Partner, United States, to lead operations in this vital market.



Nicole Hollomon, GSIQ Managing Partner, United States

This expansion reinforces GSIQ's mission to empower agencies, brands and rights-holders with actionable insights that enhance decision-making and drive sustainable growth.



The U.S. has long been THE global leader in sports and entertainment. Nicole's expertise in data-driven strategy positions us to help organizations thrive in an increasingly competitive market."

*Charlie Dundas, GSIQ Co-founder*

GSIQ's U.S. division will deliver a comprehensive suite of strategic services designed to leverage data and insights across the sports, entertainment, and tourism ecosystems. Their approach integrates sophisticated research methodologies, advanced data visualization, performance analytics, and specialized industry expertise to provide actionable insight for their clients, helping them navigate complex market landscapes and unlock sustainable growth opportunities.

In a dynamic environment marked by rapid change and growing competition, GSIQ's expertise in uniting data with

strategic vision positions it to help entities across sports, entertainment, and tourism adapt and succeed. Nicole will oversee GSIQ's efforts to provide comprehensive, data-driven solutions that address the unique demands of clients in the U.S. market.

Nicole Hollomon brings more than 17 years of experience in sports business strategy, having held senior roles at YouGov Sport, USA Football, and the National Collegiate Athletic Association (NCAA). Throughout her career, she has led high-impact strategic initiatives, developed advanced data visualization methodologies, and driven the adoption of business intelligence frameworks across diverse stakeholders.

"The U.S. landscape across sports, sponsorship, and tourism is experiencing unprecedented growth and transformation, creating both opportunities and challenges for organizations seeking to optimize their market position and enhance stakeholder engagement." Nicole Hollomon, Managing Partner, United States said. "I'm excited to lead GSIQ's expansion in this dynamic market and work with our clients to turn complex data into impactful strategies that drive measurable success."

Nicole's track record of leveraging data to optimize stakeholder engagement, improve operational efficiency, and unlock new growth opportunities underscores GSIQ's commitment to empowering its clients with the insights they need to thrive in today's competitive environment.

#### About GSIQ

GSIQ is a global research and insights agency specializing in intelligence analysis for the sports, sponsorship, and tourism industries. With an unwavering focus on client needs, GSIQ delivers tailored insights that empower informed decision-making and drive sustainable growth. GSIQ operates as a united business through two complementary divisions:

#### GSIQ Sports & Sponsorship

This division delivers bespoke research and consultancy services to help sports organizations, brands, and rights-holders achieve strategic growth, maximize sponsorship value, and enhance fan engagement.

#### GSIQ Tourism Insights

Dedicated to the tourism, travel, and leisure sectors, this division provides specialized intelligence to support sustainable growth, improve visitor experiences, and guide impactful communication strategies.

#### Notes for Editors

Why Now? Industries such as sports, sponsorship, and tourism are experiencing rapid growth globally, with the U.S. market playing a significant role in shaping their trajectories. Organizations are increasingly relying on tailored insights to maximize ROI, engage audiences, and navigate new challenges.

About Nicole Hollomon: Nicole has over 17 years of experience in strategic planning, research methodology, and business intelligence. Her leadership roles at YouGov Sport, USA Football, and

the NCAA highlight her expertise in driving data-informed decision-making and organizational growth.

GSIQ's Global Reach: GSIQ operates globally, with teams in the UK & Europe, MENA, India & Pakistan, Australia & New Zealand, and now the United States.

Sharon Havenhand

GSIQ

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