

OvationMR Appoints Paul Wealleans as Managing Director, UK and EMEA

Former Nortstat UK/DRG/Panelbase managing director and experienced insights executive Paul Wealleans will lead OvationMR's growth in the key UK/EMEA region.

LONDON, UNITED KINGDOM, August 7, 2026 /EINPresswire.com/ -- [OvationMR](#) has appointed experienced market research leader [Paul Wealleans](#) as Managing Director, UK and EMEA, as the company accelerates its growth across international markets to further support decision intelligence solutions and always-on integration for organizations making and recommending evidence-based choices for growth, optimization, and scale.



“

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Paul Wealleans

Paul will lead OvationMR's development across the UK, Europe, the Middle East, and Africa, with responsibility for building client relationships, developing strategic partnerships, and establishing a strong regional presence.

He brings more than 30 years of commercial leadership and market research consultative industry experience, including senior roles at Panelbase, Dipsticks Research, Norstat, and Empower Translate.

Paul has a strong track record of building businesses, solving client challenges, leading high-performing teams,

and developing long-term relationships across the insights, audiences, data collection, and technology platform offerings in a wide range of industry sectors.

Paul Wealleans, Managing Director, UK and EMEA at OvationMR, said:

"I am delighted to be joining OvationMR at such an exciting stage in its development.



"From my earliest conversations with the Ovation Team, there was a clear alignment in our values, ambitions, and approach to clients. OvationMR has built an excellent reputation for quality, responsiveness, and partnership, and there is a significant opportunity to develop that proposition further across the UK and EMEA.

"My immediate focus will be on listening to clients, strengthening relationships, building the regional proposition, and creating sustainable long-term growth. It is a great opportunity to combine OvationMR's international capabilities with my experience, relationships, and understanding of the UK and EMEA markets."

Jim Whaley, Chief Executive Officer of OvationMR, said:

"We are thrilled to welcome Paul to OvationMR.

"Paul brings exceptional market knowledge, commercial experience, and credibility across the research industry. Just as importantly, he shares our belief that successful businesses are built through strong relationships, trust, and consistently delivering for clients.

"The UK and EMEA continue to represent important growth markets for OvationMR, and Paul is the right leader to further develop our presence, support clients, and build a successful regional business."

Michel Jones, Chief Financial and People Officer of OvationMR, said,

"Paul's appointment represents an important step in OvationMR's continued international development.

"He combines strategic thinking with a practical and entrepreneurial approach to growth. His knowledge of the market, ability to identify opportunities, and commitment to building strong commercial foundations will be extremely valuable as we expand across the region.

"We are very pleased to have Paul joining the leadership team and look forward to working closely with him."

Paul begins his role on August 10th, 2026, working closely with OvationMR's global leadership team and colleagues across sales, operations, data quality technology, solutions, [EthOS](#) mobile &

digital ethnography/IDI/i-Hut/diary study platforms, and client services.

The appointment follows a period of continued investment by OvationMR in its international capabilities and reflects the company's commitment to providing clients with high-quality research, data collection, and insight solutions across global markets.

About OvationMR

OvationMR is a global insights consultancy offering decision intelligence solutions, including online research, data collection, and audience access solutions. The company supports research agencies, consultancies, and brands with decision support, reliable data, responsive service, and access to audiences across international markets.

OvationMR's approach combines experienced people, technology, and a commitment to quality to help clients understand consumers, markets, and communities.

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