

Rep Data appoints Adam Goddard as Vice President of Sales, EMEA

New sales leadership appointment supports Rep Data's continued growth across Europe

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[Rep Data](#), the data quality leader for the market research industry, today announced the appointment of Adam Goddard as Vice President of Sales, EMEA. In the new role, Goddard will support Rep Data's continued growth

across Europe, working with agencies and consultancies as the company expands its portfolio of research technology, data quality and expert services.



Goddard most recently served as Head of Growth, EMEA at Walr, where he led the company's

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Adam Goddard, Vice President of Sales, EMEA, Rep Data

European new business and growth teams. Prior to Walr, he held senior roles at Savanta including EVP Growth Ventures and EVP Agencies & Consultancies, with responsibility for its global data collection business across sales, operations and commercial strategy. Earlier in his career, Goddard held client development roles at Research Now.

“The research market is incredibly relationship-driven, and clients want partners who understand both their business and the pressures they're facing around quality, speed and technology,” said Florian Kögl, Managing Director, Europe at Rep Data. “Adam knows the European market and the

people in it extremely well, and he understands how the industry operates here day to day.”

In his new role, Goddard will focus on growing Rep Data's presence across EMEA and connecting clients with the company's capabilities across research design, survey programming, sample sourcing, fraud prevention, in-survey quality and analysis.

"I've spent much of my career working with agencies and consultancies and seeing firsthand how their needs are changing," said Goddard. "Clients don't want to piece together multiple solutions to get a research project done. They need technology, data quality and expert support to work together, and Rep Data has built that connected approach. I'm excited to bring it to more clients across Europe."

Goddard's appointment follows Rep Data's recent expansion through the additions of SightX, ReDem and OWL Solutions, further extending the company's ability to support research from study design through analysis and insights.

About Rep Data

Rep Data helps organizations make confident decisions through trustworthy research. By combining purpose-built technology with expert services across research design, expert survey programming, quality data collection, advanced fraud prevention, and analysis into one seamless workflow, Rep Data connects the workflow from end to end. The result is faster execution, higher-quality data, and more reliable insights. More than 750 organizations, including market research agencies, management consultancies, Fortune 500 corporations, advertising agencies, brand strategy consultancies, universities, communications agencies and public relations firms, rely on Rep Data to power research they can trust. www.repdata.com

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