

<https://campaignme.com/comvergence-appoints-regional-research-director-for-mea/>

COMvergence appoints Regional Research Director for MEA

Loesch brings over 30 years of expertise in the media and research industry to this role, of which the majority has been in the GCC & Egypt.



Victoria Loesch, Regional Research Director – MEA, COMvergence.

Victoria Loesch has joined COMvergence as Regional Research Director for the Middle East & Africa, a role based in the UAE.

The independent and international research bureau provides analytics and studies of the creative, media and digital media firms owned by the global marketing services groups, leading independent agencies and management & IT consulting firms.

Loesch brings over 30 years of expertise in the media and research industry to this role, of which the majority has been in the GCC & Egypt. She was previously a Managing Partner for the MENA region at Mindshare, an agency where she spent 17 years of her career at.

Throughout her career, Loesch claims to have built strong relationships with key media and advertising executives across the region, becoming a trusted advisor in the industry.

On her appointment, Loesch said: “I’m very pleased to join COMvergence as it continues to grow its presence in the Middle East & Africa. Over the past few years, COMvergence’s insights have become a base for insights for this region & have continued to strive to increase their remit.

Their commitment to transparency, accuracy, and delivering reliable insights is increasingly recognised among media professionals in the region. I look forward to strengthening our strategic partnerships and expanding our research capabilities to provide even greater value to the Middle Eastern & African media landscape.”

Olivier Gauthier - Founder and Global CEO of COMvergence, also commented on Loesch’s appointment and said, “Our research team has grown exponentially this year, and we are excited to welcome Victoria as our newest team member.

Victoria will play a pivotal role in leading our research efforts and engaging with key stakeholders across the Middle East. Her deep expertise and established relationships within the media and advertising sectors will be invaluable as COMvergence continues to expand its influence and enhance its presence in this rapidly developing region,” he said.