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COMvergence brings in Elke Jacob as Regional Research Director DACH

The Paris-based market research institute COMvergence, which supplies data such as new business volumes and customer satisfaction via media agencies, has a new representative in the German-speaking region. Elke Jacob will observe and analyze the developments of media agencies in Germany, Austria and Switzerland from Hamburg as Regional Research Director.



Jacob will take over these tasks this month from Olivier Gauthier, the founder and partner of COMvergence. Gauthier: "In the German-speaking region, she will lead our research and liaise with our key stakeholders there. I am sure that her experience and excellent reputation will enable COMvergence to further consolidate and expand the presence and awareness of our market analyses in this important market."

Jacob has been working as a journalist for more than 20 years, most recently as a freelance PR worker for agencies. For "wuv" and "Horizont" she reported on media agencies, among other things. "In recent years, COMvergence has become the reference in the media business. COMvergence's open communication, transparent methodology and the accuracy of data collection not only suit me well, but have also ensured acceptance by the most important players in the German market," says Jacob. The top dog alongside newcomer COMvergence in terms of data on media agencies is Recma, also based in Paris. COMvergence founder Gauthier worked for many years at Recma before setting up his own business.