

FOR IMMEDIATE RELEASE



decision behavior experts

Hallo Germany! SKIM Opens Berlin Office

September 26, 2018

Berlin, Germany – SKIM, the decision behavior experts, is pleased to announce the opening of a new office in the heart of Berlin, Germany. With this expansion, SKIM now has four offices across Europe and ten worldwide.

For nearly 40 years, SKIM has helped leading companies understand the dynamics of how, where and when decisions are made. Clients turn to SKIM for actionable market research insights because of its expertise in decision behavior, its unparalleled choice modeling know-how and a thorough understanding of the marketing challenges brands face today.



With clients ranging from ranging leading FMCG companies to telecommunications, technology and healthcare giants, SKIM has a reputation for its analytical rigor, fresh thinking and creative approaches. Its market research solutions include brand communications, pricing and revenue management, new product development and innovation, along with advanced modeling and analytics. The company is now poised to bring new insights innovations to the German market straight from Berlin.

Julia Görnandt, Country Manager Germany, will lead the Berlin office. A native of Berlin, Julia has worked closely with leading companies in the DACH region for many years.

“The environment in which we make decisions is rapidly evolving. Brands across all industries are challenged by digital disruptions impacting how decisions are made online and offline,” said Julia Görnandt. “In order to stay head, we believe companies need to understand how decision behavior has -and hasn’t changed- and they must adapt their market research strategies accordingly. Our team looks forward to doing just from the ground right here in Germany!”

“We’re proud of the work we’ve done in Germany, such as our [recent voice and digital assistants research](#). The launch of our Berlin office reinforces our commitment to support our German clients,” said Karin Lieshout, Managing Director of SKIM. “It’s important that our German team is based in Berlin, widely recognized as Europe’s technology hub. With its diverse, young and creative vibe, it’s the perfect cultural fit for SKIM!”

Stop by, join us for a beer or [contact us](#) today!



*Julia Görnandt,
Country Manager
Germany*

SKIM Berlin
Kurfürstendamm 11
Berlin 10719
Germany

+49 30 3080 9970
skimgroup.com

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For media inquires and/or high-resolution images, please contact:
Nicole Gardere, VP, Marketing: n.gardere@skimgroup.com

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