FOR IMMEDIATE RELEASE

**NEW RESEARCH PARTNERSHIP CEMENTS INNOVATION AT LEWERS**

The planets have aligned and in a match that can only be described as stellar,
Anne-Marie Moir has taken up a position as Head of Innovation at Lewers Research.

Anne-Marie established her own consultancy, Consumer Behaviour, 7 years ago, with a focus on developing innovation in the area of qualitative research; and Lewers has long been at the forefront of tech innovation, championing emotion analytics, System One approaches and passive data collection. After crossing paths with Lisa Lewers at recent research conferences, it became apparent that their shared passion for innovation and new technologies in market research would be best served if they combined forces.

‘There is a real synergy between Lewers and me,’ explains Anne-Marie. ‘We are both excited by the opportunities that digital technologies like AI, voice and facial recognition can bring to the research sphere.’

‘Appointing Anne-Marie to the new position of Head of Innovation shows how committed we are to implementing new digital solutions in research,’ says Lisa Lewers. ’I am very excited about the things we will achieve with a team dedicated to finding not just new, but better ways of doing research.’

Anne-Marie looks forward to continuing her existing relationships with former clients of Consumer Behaviour. ‘I’m still as committed as ever to facilitating the best qual experiences for clients and participants, but now I also have the backing of one of the most dynamic research teams in Australia.’

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For further information, or to arrange an interview with Lisa Lewers or
Anne-Marie Moir, please contact Gina Lee on 03 98239200