

LONDON, 25 October 2019 - FOR IMMEDIATE RELEASE

YouGov Australia appoints Laura Robbie as General Manager

YouGov, the international research and data analytics group, has announced the appointment of Laura Robbie as General Manager of its Australian operations. Robbie will be based in the YouGov Australia headquarters in Sydney and will report into YouGov APAC CEO Julien Cheignon.

Robbie takes up the helm as David Briggs stands down. Briggs founded Galaxy Research in 2004 – which YouGov acquired two years ago – and made it the most quoted research company in Australia. He will depart YouGov in early December and will work closely with Ms. Robbie in the interim to ensure a seamless transition.

Laura Robbie has worked in the market research industry for 15 years. She has led global teams and innovation projects including consultation on mobile research methodologies and online community research, and growing global panels.

Prior to joining YouGov, Robbie was General Manager at Lightspeed Research where she led the commercial business and operations for Australia and New Zealand over the past four years. At Lightspeed Research her responsibilities included building high-performing sales and operational teams, driving change management and growing operating profit, revenue and gross margin across the business.

Previous to her time at Lightspeed Research, she spent six years with Research Now establishing an effective offshore model to support operational delivery across the APAC region and developing client operations functions in new markets for the business across China, India and Japan.

Julien Cheignon, Chief Executive Officer of YouGov Asia-Pacific, said: "YouGov Australia is in an exciting phase of growth and Laura Robbie is the right person to lead us forward. She has outstanding experience in the market research industry across Australia and the wider Asia-Pacific region. Her ability to deliver on innovative technology products, develop driven teams and bring about growth make her the perfect fit to head YouGov Australia and we are delighted she has joined us as General Manager.

"I would like to take this opportunity to thank David Briggs for his excellent service and the great business he has built – making it the most quoted agency in the Australian press. I've really enjoyed working with him and I know that YouGov Australia is in great hands with Laura in charge."

More information about YouGov Australia can be found [here](#).

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About YouGov

YouGov is an international research and data analytics group.

Our mission is to supply a continuous stream of accurate data and insight into what the world thinks, so that companies, governments and institutions can better serve the people and communities that sustain them. We are driven by a set of shared values.

We are fast, fearless and innovative. We work diligently to get it right. We are guided by accuracy, ethics and proven methodologies. We trust each other and bring these values into everything that we do.

Each day, our highly engaged proprietary global panel of over 8 million people provides us with thousands of data points on consumer opinions, attitudes and behaviour. We combine this continuous stream of data with our research expertise to provide insights that enable intelligent decision-making and informed conversations.

Our integrated suite of products, services and tools operates as a systematic platform serving YouGov data and intelligence for all stages of the marketing workflow.

With operations in the UK, North America, Mainland Europe, the Nordics, the Middle East and Asia Pacific, YouGov has one of the world's largest research networks.

YouGov

Best panel

Best data

Best tools

For further information visit yougov.com.