

CHANGE OF LEADERSHIP AT AMR ADVANCED MARKET RESEARCH: MOWEB OWNER HERBERT HÖCKEL TAKES OVER FURTHER MANAGEMENT

Press Release



Ulrich Buchholz (left) and Herbert Höckel

Düsseldorf, 23.03.2022 Herbert Höckel, Managing Partner of moweb research, is taking over the management of AMR Advanced Market Research, also based in Düsseldorf. The previous AMR founder and managing director, Ulrich Buchholz, is retiring from the operative business and will remain with his company in the function of shareholder and advisory board.

The combination of moweb's online methods with AMR's portfolio specialised in telephone surveys strengthens the future joint market development. Whether by telephone, online or via app, so-called mixed-mode market research represents the core competence of both companies from now on.

AMR owner Ulrich Buchholz: »I am pleased to have brought on board Herbert Höckel, an experienced expert who brought our industry into the digital age at an early stage and who will also secure the further development of AMR in the long term with his expertise. After a good 40 years of successful work, I would like to step back from the day-to-day business myself, but I will remain connected to AMR as an advisor and advisory board member.«

For Herbert Höckel, it is both an honour and an obligation, as he started his career at AMR at the end of the 1990s: »The management of both teams enables clear synergies and I am very happy to lead both institutions into the future. With the best of online and telephone research, we offer our clients even more breadth of services as well as a deeper product portfolio.«

Höckel and Buchholz also emphasise that there will be no changes in the daily business for existing clients of both companies.





Advanced Market Research



About AMR Advanced Market Research GmbH

AMR has been conducting market research since 1981 and is a CATI (telephone-based research) expert for clients in the B2C and B2B segments. With a global team of researchers, the institute conducts worldwide studies with consumers, managers and decision-makers in 30 languages.

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About moweb research

moweb research GmbH has been conducting market research worldwide since 2004. Around 40 employees work in Düsseldorf and advise companies of all sizes.

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Download the press release incl. photos and logos:

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