

# KAI BROCKES NEW KEY ACCOUNT AND BUSINESS DEVELOPMENT MANAGER GERMANY AT AMR ADVANCED MARKET RESEARCH GMBH

Press Release



*Kai Brockes*

**Düsseldorf, 13. April 2022** The Düsseldorf-based market research specialist AMR Advanced Market Research is strengthening its key account team with the automotive specialist Kai Brockes. He takes over the position of Key Account and Business Development Manager Germany.

Brockes, who has a degree in education, started his career a good 20 years ago as a project manager for the market researchers at L&P International and later at L&P Automotive in Leverkusen. The focus was on the Europe-wide recruitment of interviewers and set-up management for car clinics. As an independent researcher, he then looked after manufacturers such as Honda, Toyota and Lexus, including at the car shows in Paris, Geneva and Frankfurt.

»I actually still know AMR as a quality provider of market research from my student days, back then in the role of interviewer. After my subsequent career phase in automotive research, I am now looking forward to returning to my professional roots at AMR and working with an exceptional team,« says Kai Brockes about his new challenge.

AMR Managing Director Herbert Höckel comments on the appointment: »The shortage of skilled workers is omnipresent in market research as well. So it is all the more important to have gained an absolute professional in his field in Kai. What's more, he is a market researcher who earned his first spurs in our company.«



Advanced Market Research



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**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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