



P R E S S R E L E A S E

Social Scientist Johanna Krumbach becomes AMR Advanced Market Research's Project Manager for the DACH region



New addition to the research team at AMR Advanced Market Research in Düsseldorf: The institute, which specialises in global telephone surveys, has hired social scientist Johanna Krumbach. She will focus on advising German-speaking clients in the DACH region.

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After completing her bachelor's degree (B.Sc.) at the University of Cologne in 2017, she is currently supplementing her expertise with a master's degree in survey methodology at the ›University of Duisburg-Essen‹. She started her professional career in 2016 as managing partner of ›UNIQSCI‹ (Cologne), a provider of contract research for start-ups and NGOs. Since 2020, she has also been a project manager at ›UADS GmbH‹ in Duisburg, an institute for empirical social research.

Managing Director Herbert Höckel:

»I am all the more delighted to have found such a highly qualified market researcher in Johanna Krumbach, especially in times of the much-vaunted skills shortage. With her outstanding methodological expertise, she is the perfect addition to the AMR team and I am sure she will soon be making her own mark in our most important markets.«

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AMR Advanced Market Research GmbH has been conducting market research since 1981, specialising in telephone surveys (CATI) among B2C and B2B target groups. With interviewer and research teams located around the world, AMR conducts studies with consumers, managers and decision-makers in more than 30 languages.

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