



PRESS RELEASE

AMR restructuring: Five new employees and expansion of the Düsseldorf CATI Centre

AMR Advanced Market Research announces the first strategic measures as part of its restructuring under Ulrich Buchholz.

Following founder Ulrich Buchholz's return as managing director, the institute – which specialises in global telephone-based field research – is focusing on strengthening its core product: the interviewer field force. At the centre of this effort are growing the field management and account management teams, along with expanding AMR's own CATI centre in Düsseldorf.

Five new employees for field management and account management

With Carolyn Gerbrands, Titus Köhler, Nadine Yahya, Sydney Schüler, and Nada Lukic, AMR's international team is growing by five new positions. Three new hires in field management will strengthen the recruitment, training, and quality assurance of interviewers. Two new positions in account management will intensify personal client advising and support, bringing the company closer to its clients.



Carolyn Gerbrands is an experienced CATI interviewer and field supervisor with more than 20 years of experience in market research and data collection, including roles at Royal Dutch Shell Laboratory and HGFV Marketing. She speaks Dutch, English, French, and German, and places particular emphasis on quality, compliance, and a positive respondent experience. As Assistant Field Manager at AMR, she is responsible for the recruitment, training, and onboarding of interviewers.



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Titus Köhler previously worked at AMR from 2022 to 2024 as Field Director and now returns as Field Manager. He brings experience in interviewing and recruitment from companies including Phaydon Research + Consulting, Mediascore and IHR Teststudio, and will be responsible for assembling interviewer teams for survey projects and for quality assurance across the interviewer field.



Nadine Yahya holds a master's degree in Entrepreneurship from Hochschule Heilbronn and a bachelor's degree in Business and Language from Friedrich Schiller University Jena. Before joining AMR, she gained international experience in Germany, Portugal, Qatar, and the United Arab Emirates. As Junior Field Manager, she now supports the organisation of the interviewer field and the execution of survey projects.



Sydney Schüller is originally from the United States and holds a bachelor's degree in Communication and a master's degree in International Management from IU International University of Applied Sciences. Before joining AMR, she spent several years in B2B market research and consulting at DTO Consulting, focusing on global research projects and market analyses. At AMR, she is responsible for managing international client relationships.



Nada Lukic brings extensive experience in both qualitative and quantitative market research, gained at Ivy Exec and InnovateMR, as well as in her role as Business Development Supervisor at WPP in Germany. Born in Serbia, she holds a master's degree in Economics with a focus on Marketing from the University of Novi Sad. As Account Manager at AMR, she is responsible for building and expanding client relationships in the DACH region (Germany, Austria, and Switzerland).

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With these five new positions in field management and account management, personal support for interviewers and clients alike is once again taking centre stage – a key building block in further developing the quality of AMR's core product: telephone-based field research.



Expanding and strengthening the CATI centre in Düsseldorf

The field is being optimised operationally as well: after measures related to the COVID-19 pandemic (2020–2022) forced AMR's own CATI centre in Düsseldorf to shift temporarily and entirely to remote work, it has been used more intensively again in recent years and has now been expanded.

From now on, the Düsseldorf CATI centre will serve not only training, quality control, and coordination of the international interviewer network, but once again the conducting of interviews as well – primarily for projects across Europe and Germany.

In addition, the international interviewer network is being expanded: interviewers are currently being recruited worldwide, and onboarding and training are being systematically optimised.

Two measures for sustainable growth

Together with the growth in headcount across field management and account management, the expansion of the CATI centre forms the second key pillar of the restructuring: AMR is responding to rising demand and investing specifically in its interviewer field force to further develop its core business as a global CATI fieldwork provider, both in quality and in scale.

»I'm delighted that, just a few months after my return as Managing Director of AMR, I'm already able to announce such far-reaching structural changes. Throughout, our people remain at the centre of it all — whether that's our new colleagues or the rebuilding of our interviewer field right here in Düsseldorf. These structural changes at AMR are necessary to position the institute for continued success in the future.« – **Ulrich Buchholz** (Managing Director & Shareholder of AMR)

AMR Advanced Market Research GmbH has been conducting market research since 1981, with a focus on telephone-based data collection (CATI) for clients in the B2B and B2C segments. With its own CATI centre in Düsseldorf and a global interviewer network, the institute carries out studies among consumers, managers, and decision-makers in 106 countries and more than 30 languages.

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