

m1nd-set appoints Anna Marchesini as Head of Business Development



Marchesini was shortlisted at this year's *FrontierAwards*

Following an increase in client demand in consumer insights and other consultancy services, m1nd-set, Swiss-based research agency, promoted young Anna Marchesini as Head of Business Development.

Key to the agency's re-structuring, the transition took place at the start of the month and is aimed at strengthening m1nd-set's rapidly expanding travel retail research business. With less than two years on the job, Marchesini joined the agency in 2018 in a project management and business development role. Her job description included managing several of m1ndset's global primary accounts and working to bring new business to the agency. She walked away with several major new business wins, which led to Marchesini's nomination (and shortlisting) in the "Talent of Tomorrow" category at this year's *Frontier Awards*.

Peter Mohn, owner and CEO, m1nd-set commented: "In the short time Anna has been with m1nd-set, she has proved a vital asset to the entire team, supporting all of us with business development, our global client relations, marketing and conference presentations. The promotion is not only a well-deserved reward for her excellent performance to date, but also a necessity as we face increasing demand for our Travel Retail research service. The team has been constantly enhancing our unique Travel Retail expertise across all the regions in the world, and continue to see a strong growth in demand for bespoke research consultancy. In her new role Anna will help m1nd-set manage this

growth in business development, as we allocate more resources to service our existing client needs.”

Marchesini enthused: “I’m delighted to take on these additional responsibilities at m1nd-set and help steer the agency through a new chapter of growth. I’ve thoroughly enjoyed getting to know our clients and understanding their needs and even anticipating the next requirements and objectives for many of them. It’s an honour to be part of this team; m1nd-set is not just any research company. We have great people, fantastic products and the desire across the entire team, to provide best-in- class and innovative solutions.”

After completing a Bachelor’s degree in Economics and Social Sciences, the go-getter went on to study at the prestigious HEC Business School in Lausanne, Switzerland, where she graduated with a Master of Science in Management. She is fluent in four languages.