

Verve promote Lydia Martin to research director

Issued by [VERVE](#)

27 Oct 2023

Verve, the experts in cultural, human and artificial intelligence for supercharged insight and communities, have made a number of promotions across their European team.



Lydia Martin



Nina Luiggi

[Lydia Martin](#) has been promoted to research director, following more than four years at the company. With a lead role on the long-standing Samsung account, she will continue to run strategic projects across Verve's expanded proposition and manage Samsung account development alongside the wider team.

Also based out of Verve's London hub, [Nina Luiggi](#) has been promoted to associate director. Luiggi joined the company from Ipsos MORI 18 months ago and has since become a crucial part of client account teams including Shell, Camelot and Irwin Mitchell.

Elsewhere in the research team, [Jay Daniells](#) and [Maya Fraser-Hall](#) have both been promoted to senior research executive, and Verve's operations team sees Grace James and Jo Airinei promoted to project manager.

Executive director, Tim Martin comments: "Nothing makes me happier than witnessing the success of our team. Their achievements are a testament to their commitment and talent – and their growth is our growth."

- **Verve relaunches as the artificial intelligence, human and cultural understanding business** 13 Mar 2024
- **Verve promotes 17 globally, including Kim Howard to semiotics research director** 17 Jan 2024
- **Verve promote Lydia Martin to research director** 27 Oct 2023
- **Verve and Basis form a global strategic partnership to build CoLab - a radical approach to insight** 4 Oct 2023
- **Sullivan joins Verve to roll out their 'Holy Sh*t' insights proposition in New York** 28 Sep 2023



VERVE

We are the Artificial Intelligence, Human and Cultural Understanding Business.

[Profile](#) | [News](#) | [Contact](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>