

Advantage Group International Appoints Global Chief Research Officer

Toronto, Ontario – February 1, 2022 - [Advantage Group International](#), the leader in business-to-business engagement, is pleased to announce the appointment of [Peter Harris](#) as Global Chief Research Officer. Peter will be tasked with further elevating the organization's best-in-class research capabilities in order to deliver world-class data and insights to supplier and retailer partners across the globe.

Peter will leverage over 25 years of experience as a research leader to guide Advantage's practice in this new role. Previously, Peter served as Growth Advisor at Bastion Insights and as the CEO of Potentiate, a leading-edge research company, combining the latest Restech and consultancy to help deliver business outcomes. Before this, Peter established and then supercharged the Asia Pacific arm of Vision Critical, a continuous customer insights solution provider, where he served as EVP and Managing Director.

Peter's experience delivering world-class customer journeys will be vital as he strengthens Advantage's research capabilities to foster more collaborative relationships. "We are thrilled to have Peter on board," says John McLoughlin, Chief Executive Officer, Advantage Group. "I'm certain that his passion, knowledge, and experience will inspire all of us to find new ways of delivering meaningful insights to our client base."

Under Peter's new leadership, [Advantage Custom Research Solutions](#) will continue to scale, providing tailor-made engagement programs to suppliers and retailers alongside the critical feedback they receive through the annual Advantage Report™ program. "I feel lucky to have this exciting new role where I can work directly with the wonderful Advantage partners globally and continue to build our expertise in how to use customer feedback as a relationship strengthener. It's a new way to think about engagement," says Peter.

As a Fellow of The Research Society and a member of the Australian Marketing Institute and Global Research Business Network, Peter's appointment will bring both knowledge and gravitas to a position that will, over the next few years, become increasingly important to how Advantage continues to help suppliers and retailers be better together.

About Advantage Group International

Advantage Group is the leading advisor for CPG and Grocery business-to-business engagement solutions globally. Trusted by many of the world's leading brands, the annual Advantage Report™ has become the gold standard for improving performance between suppliers and retailers in over 40 countries. Established in 1988, Advantage Group acts as an integral link between supplier and retail partners, using data analytics and strategy consulting to explore opportunities for mutual growth and strengthen relationships, helping businesses be better together. For more information:

<https://www.advantagegroup.com/>

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