



The Advantage Group International, Inc.
101 - 320 Bay Street,
Toronto, Ontario, M5H 4A6 Canada

FOR IMMEDIATE RELEASE

Advantage Custom Solutions Expands Its Team With Two New Leaders

The additions are in response to client growth and increased service needs

TORONTO, September 6, 2022 – [Advantage Group International](#) is strengthening the team dedicated to customized engagement solutions with two new key appointments. Based in Australia and the UK respectively, the new team members provide additional support and leadership to [Advantage Custom Solutions](#) as they satisfy an uptick in clients and expanding service needs, particularly in Europe.

[Ruth Jackson](#) joins Advantage as Research Director for Advantage Group Australia. With over 15 years of experience in leadership positions, delivering human centric insights across quantitative and emerging qualitative approaches in FMCG, financial services and healthcare, Ruth will leverage her unique skill set with Advantage Australia.

[Gemma Stephenson](#) joins as Operations Director for Advantage Custom Solutions, working globally. Gemma has 18 years' experience working across operational leadership roles in project delivery, data collection and fieldwork, 3rd party vendor and new product management. With a passion for quality, efficiency and profitability, she has in-depth knowledge of data collection techniques across both qualitative and quantitative methodologies, gained within B2B, B2C, and healthcare sectors.

"I'm thrilled to have Ruth and Gemma join our team. Their collective experiences will prove to be invaluable as we expand the Custom Solutions team and make significant strides in providing tailored solutions to our clients worldwide. I'm really looking forward to seeing how their unique research experience will improve the quality of our client service," says Peter Harris, Global Chief Research Officer, Advantage Group International.

Advantage Custom Solutions provides customized engagement solutions with research designed around a client's unique business needs. Via an in-depth needs assessment, the Advantage Custom Solutions team works closely with organizations to understand their goals, areas of opportunity, and undiscovered insight to deliver effective research and an impeccable survey experience.

About Advantage Group International

Advantage Group International is the leading advisor in business-to-business engagement solutions globally. Trusted by many of the world's leading brands, Advantage Report™ has become the gold standard for improving performance between suppliers and retailers in over 40 countries. Established in 1988 and headquartered in Canada, Advantage Group acts as an integral link between supplier and retail partners, using data, feedback and strategy consulting to illuminate opportunities for mutual growth, strengthen relationships and provide invaluable insight. Advantage Group helps people and organizations work better together.

For more information, visit advantagegroup.com or [contact your local Advantage Advisor](#).