

Wayne Levings Appointed CEO of MVI

Wayne Levings, most recently the Strategy Director at Glendinning, will take over as CEO of Management Ventures Inc (MVI) from John Walling who has decided to leave the business. The transition began on 1st July. Wayne was a main board director of Glendinning having spent seven years prior at P&G in a variety of sales and marketing roles.

According to Eric Salama, CEO of Kantar (the parent company to both Glendinning and MVI, and the information, insight, and consultancy unit of WPP Group), the move is about scaling MVI's existing offer and making Kantar's retail offer more accessible and easier for clients to embed.

Salama commented, "MVI knows more about individual retailer strategies than anyone else out there and has a unique business model. They have done a good job in educating clients and helping client customer teams through their website, conferences, and on-site sessions. But we have an opportunity to extend our reach and our involvement with clients and working with other Kantar companies, embed learnings deeper with clients. Wayne's experience, understanding of client issues and ability to combine strategic thinking with good follow through makes him ideally suited to this role. Wayne joins a company with good existing management, talent in-depth and product/service pipeline. Thanks to John Walling for everything he has done over the past couple of years to help get us to that position."

Wayne Levings said, "I am excited about joining MVI and being part of a very talented team that is committed and passionate about providing clients with the retail insights that they need to make more informed strategic decisions. Our focus going forward will be helping our clients to get better use out of our current products and services, including our new website that provides even better insights and functionality, and our e-learning products that are delivering new and effective ways to help clients learn about managing retailers. We will also continue to invest in building new service lines and improving our current products, including significant investment in building our global coverage of retailers and providing the most comprehensive insights in the industry."

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