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## YouGov appoints Benedikt Lüthi as CEO for EMEA

**January 5<sup>th</sup>, 2024.** YouGov, the international market research and data analytics group, has appointed Benedikt Lüthi as CEO for the EMEA region. He was previously General Manager for the DACH region at YouGov.

His new role focuses on the further development of YouGov's presence across Europe, the Middle East and India as the company increases its footprint across the region.

Benedikt Lüthi was previously CEO at Swiss market research institute LINK Marketing Services AG. He joined YouGov following its acquisition of LINK, taking over as General Manager DACH in January 2022, overseeing LINK's integration. Prior to this, Lüthi worked as CEO and board member at a number of SMEs as well as working as a consultant at Roland Berger, a leading strategy and restructuring consultancy.

YouGov is an international online market research and analytics technology company with annual revenues of approximately €300 million. It has a total of 37 offices with more than 1,800 employees in the United Kingdom, North and South America, Europe, the Middle East, India and the Asia-Pacific region.

Steve Hatch, YouGov Group CEO: "EMEA is a key region for YouGov and Benedikt's appointment demonstrates its importance to us. With his deep experience and track record of growing businesses, he will help us to further expand and deepen our presence across the region. YouGov's connected data infrastructure – with its ever-growing wealth of consumer information and data – is the best in the world and provides an up-to-date and detailed overview of people's attitudes and behaviours. With Benedikt's appointment, we have the right person to deliver our strategy and grow our business throughout EMEA."

Benedikt Lüthi, YouGov EMEA CEO: "YouGov has so much to offer clients across EMEA and I am excited that my new role will help bring our data to them. For years, YouGov has been the innovator and pioneer in online market research through both its data products and custom research solutions, and its forward-looking applications of data – such as its MRP modelling. Together with the dedication of colleagues in Europe, the Middle East and India, we will continue to demonstrate to clients the value of our unique treasure trove of data."

A photo of Benedikt Lüthi is available under the following link:

[Download press photo Benedikt Lüthi](#)

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## About YouGov:

YouGov is an international online research data and analytics technology group headquartered in London and with 1,800 staff located in 37 offices around the world.

Our mission is to offer unparalleled insight into what the world thinks.

Our innovative solutions help the world's most recognised brands, media owners and agencies to plan, activate and track their marketing activities better.

With operations in the UK, the Americas, Europe, the Middle East, India and Asia Pacific, we have one of the world's largest research networks.

At the core of our platform is an ever-growing source of consumer data that has been amassed over our twenty years of operation. We call it Living Data. All of our products and services draw upon this detailed understanding of our 26 million registered individuals to deliver accurate, actionable consumer insights.

As innovators and pioneers of online market research, we have a strong reputation as a trusted source of accurate data and insights. Testament to this, YouGov data is regularly referenced by the global press, and we are the most quoted market research source in the world.

### **YouGov. Living Consumer Intelligence.**

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