

Johann Koster appointed new MRF chief executive

Independent non-profit company, the Marketing Research Foundation (MRF), has appointed Johann Koster as the chief executive officer of the organisation. Koster will lead the organisation's upcoming Maps initiative and will also collaborate with existing and potential members.

Koster possesses excellent leadership skills and has a proven track record in leading a team. He has an impressive performance history at both MRF and SAARF where, amongst other duties, he led SAARF's organisational repositioning and developed sustainable value propositions needed at the time.

"I'm extremely passionate about the research industry and am especially looking forward to launching and updating the industry on Maps, the long-awaited products and brands replacement survey for AMPS, soon," Koster said.

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