

GeoPoll appoints VP Business Development in Africa

Real-time mobile survey platform, GeoPoll, has announced the appointment of John Muthee as VP of Business Development in Africa.



John Muthee

Muthee will drive the strategy and execution of key growth initiatives as GeoPoll expands its mobile survey capabilities across the continent. The company recently opened a regional hub office in Nairobi and hired several experienced business development veterans, including Wavinya Kiagiri in Kenya, Matt Angus-Hammond in South Africa, and Gordon Grant Biaku in Ghana.

Muthee most recently served as Managing Director for GfK East Africa, where he oversaw the Consumer Choices research division, and all client engagements across the region. In his previous role as Regional Manager at GfK, Muthee coordinated the development of a retail panel across East Africa. Prior to joining GfK, Muthee was Country Manager for Tanzania at The Steadman Group.

"As GeoPoll becomes the go-to solution for organisations looking to gain insight into African audiences, we've expanded accordingly," said Steve Gutterman, President of GeoPoll. "Our new hires bring valuable market research experience that will be a key asset in addressing our clients' information needs. John and his business development team will lead our sales efforts and provide clients with insight regarding key markets, demographics, and customer preferences that has heretofore not been available on a real-time basis.