

NielsenIQ Appoints Joe Ellis as Managing Director for India

Category: Business

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NielsenIQ (NIQ) has announced the appointment of Joe Ellis as the new Managing Director for its India business. This announcement follows a year after NIQ and GfK merged to form the world's largest consumer intelligence firm, with significant investments in omnichannel coverage, business intelligence tools, and predictive analytics.



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This appointment highlights NIQ's commitment to its India unit, which operates three regional commercial offices, and includes the [world's largest](#) traditional trade measurement panel as part of its offerings. Across its local [business](#) and Global Capability Centers, NIQ employs over 10,000 associates in India.

A seasoned industry veteran, Joe has held several pivotal leadership roles during his 25-year [career](#) at NielsenIQ. He began his journey at the Westport (USA) office and has since led multiple regional and global verticals.

Based in Mumbai, Joe's experience includes two previous assignments in [India](#), where he established the company's proprietary simulated test marketing division, BASES, in 2004, and later spearheaded the expansion and digitization of NIQ's

retail measurement services in 2013.

The pace of [change in India](#) is unprecedented. With a diverse economic base, a vast untapped consumer market, a significant demographic advantage, rapid digitization, substantial FDI inflows and a deeply ingrained spirit of innovation and entrepreneurship, India is an energizing and exciting market for us," Joe Ellis, [Managing Director – India](#), NielsenIQ.

We have longstanding [partnerships with many of the largest companies in India](#) built over half a century. We continue to grow and evolve along with our clients. We are also proud of our talent, our capabilities, and my role is to ensure we stay a step ahead in helping our clients achieve their [growth objectives](#) with our world class suite of products and services," Joe further added.

About NIQ

NielsenIQ (NIQ) is the [world's leading](#) consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. NIQ combined with GfK in 2023, bringing together the two [industry leaders](#) with unparalleled global reach. Today NIQ has [operations in 95+ countries](#) representing 97% of the world's GDP. With a holistic [retail](#) read and the most comprehensive consumer insights-delivered with advanced analytics through state-of-the-art platforms-NIQ delivers the Full View™.

For more information, visit [NIQ.com](#).

