

PRESS RELEASE

Sales Expert Daniel Acordagoitia Sánchez joins AMR as Senior Sales Manager

AMR Advanced Market Research has strengthened its commercial team with the appointment of Daniel Acordagoitia Sánchez as Senior Sales Manager. In this role, he will focus on expanding the institute's international client base and developing long-term partnerships with research institutes and corporate clients.

Acordagoitia Sánchez brings several years of experience in the market research industry with a strong focus on consultative B2B sales and complex research solutions. Prior to joining AMR, he worked at Mintel, where he was responsible for business development in the Professional Services sector across the DACH region. In this role, he led go-to-market strategies, developed new business opportunities, and supported clients in aligning data-driven solutions to their strategic priorities.

He holds a Master of Science in Sales Management from FOM University of Applied Sciences for Economics and Management and a double Bachelor's degree in International Management from universities in Reutlingen and Madrid.

At AMR, his responsibilities include the development of new client relationships, the expansion of project contracts, and the strategic growth of the institute's presence in both German-speaking and international markets.

»Companies that invest systematically in market research reduce risks, work more efficiently and secure sustainable competitive advantages. My focus at AMR is to expand long-term partnerships with research institutes and companies while ensuring that our clients receive reliable, high-quality data for their strategic decisions.«
– **Daniel Acordagoitia Sánchez** (Senior Sales Manager bei AMR)

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AMR Advanced Market Research GmbH has been conducting market research since 1981, specialising in telephone surveys (CATI) in both B2B and B2C. With an international network of interviewers, AMR conducts studies with consumers, managers and decision-makers in 30 languages and 106 countries.

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