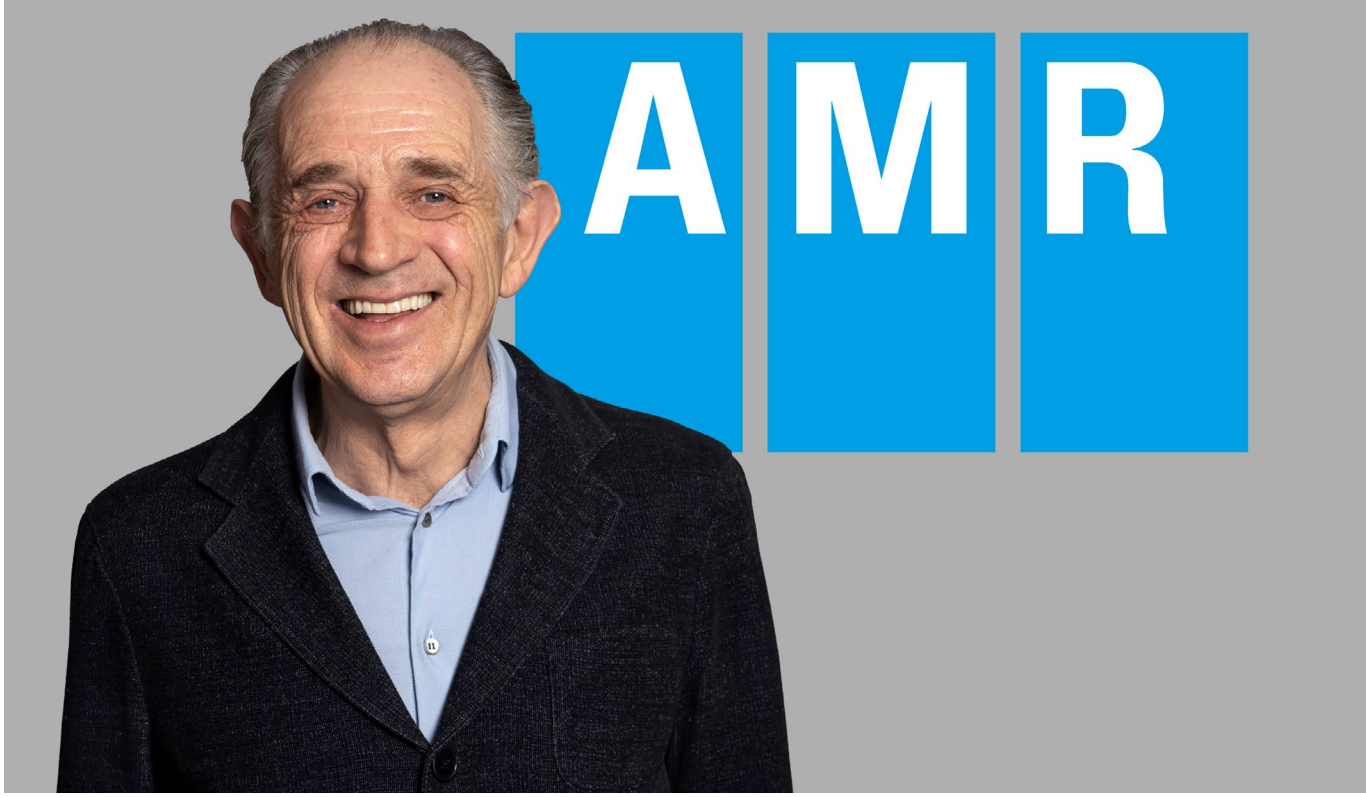

PRESS RELEASE

Leadership Change at AMR Advanced Market Research – Ulrich Buchholz Returns to Executive Management

May 5, 2026
Düsseldorf

AMR Advanced Market Research confirms a change in its executive leadership. Effective April 30, 2026, Herbert Höckel stepped down as Managing Director.

Ulrich Buchholz (MA) has assumed sole operational leadership of the company with immediate effect. As founder and sole owner of AMR, Mr. Buchholz has shaped the company as Managing Partner for more than four decades. Although he stepped back from day-to-day operations on January 31, 2023, he remained closely involved as owner and strategic advisor.

With this transition, executive leadership returns directly to the company's owner. AMR thanks Mr. Höckel for his work over the past five years and for his contribution to the company's development.

»As owner, long-term stability, our international corporate culture, and strong personal relationships with our clients and employees are especially important to me,« said Ulrich Buchholz. »I am pleased to return to an active operational role and to guide AMR in a dynamic market research environment. Our focus remains on consistently high quality and on trusted collaboration with our global partners.«

This transition ensures continuity in leadership and the seamless progression of ongoing projects, while supporting the company's continued strategic development.

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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