

KLA Market Research opens a London office

Issued by [KLA](#)

28 Apr 2020

KLA Market Research is delighted to announce the opening of a London office headed up by consumer insights specialist, Lyndsay Mac Dougall, who has rejoined the KLA team. Dougall's career spans over 25 years, during which time she has worked with a diverse range of clients and industries in the UK, South Africa and Africa.



Lyndsay Mac Dougall

"We are thrilled to have Lyndsay rejoin the team at KLA and have every confidence in her ability to set up our London office. This is particularly exciting for us as we look forward to expanding our offering to local clients, as well as growing our client base in that territory," says Stephanie Matterson, MD of KLA Market Research.

Dougall has worked with clients within the B2B, media, financial services, beauty, FMCG and hospitality industries.

"The KLA team continues to embrace new thinking and push boundaries. This inspires and motivates me. I am very excited to play a role in establishing a global presence for the company and look forward to sharing our work with clients, allowing them to bridge their insight gaps," adds Lyndsay.

For more information, visit www.kla.co.za

▪ **Insights on vaping in South Africa** 27 Mar 2024

▪ **The rise of podcasting in South Africa – a growing opportunity for brands** 20 Mar 2024

▪ **Consumer insights agency, KLA, reveals the results of the 4th Quarterly Buzz report** 15 Feb 2024

▪ **Embracing plant-based lifestyles: A look at vegan and vegetarian trends among South African consumers**

1 Feb 2024

▪ **Connecting the dots: Unveiling the dynamics of consumer switching in South Africa's telco industry** 17 Jan

2024

KLA



We're a full-service market research agency know for taking on client's challenges and working alongside them to find solutions. So, when your business needs intelligence that moves the needle, at KLA, we get it!

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>