

# Verve promote Lydia Martin to research director

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Verve, the experts in cultural, human and artificial intelligence for supercharged insight and communities, have made a number of promotions across their European team.



Lydia Martin



Nina Luiggi

[Lydia Martin](#) has been promoted to research director, following more than four years at the company. With a lead role on the long-standing Samsung account, she will continue to run strategic projects across Verve's expanded proposition and manage Samsung account development alongside the wider team.

Also based out of Verve's London hub, [Nina Luiggi](#) has been promoted to associate director. Luiggi joined the company from Ipsos MORI 18 months ago and has since become a crucial part of client account teams including Shell, Camelot and Irwin Mitchell.

Elsewhere in the research team, [Jay Daniells](#) and [Maya Fraser-Hall](#) have both been promoted to senior research executive, and Verve's operations team sees Grace James and Jo Airinei promoted to project manager.

Executive director, Tim Martin comments: "Nothing makes me happier than witnessing the success of our team. Their achievements are a testament to their commitment and talent – and their growth is our growth."

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