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PresseBox

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News from the eye square Chief & Director Floor

Two familiar faces return back to eye square at the beginning of this year

With the beginning of the year 2022, Dr. Friedrich Jacobi will support the eye square team as Chief Financial Officer (CFO) and Sven Diekmann as Director of Business Development.

Dr. Friedrich Jacobi has been closely linked with the company for over 20 years. In 1999 he was the first external investor who accompanied the founding of eye square. Since then, Friedrich has repeatedly set important impulses in the company and has supported eye square in an advisory capacity during the last months.

Friedrich studied business informatics at the European Business School, received an MBA from James Madison University in the USA and a doctorate from the University of St. Gallen. After starting his career at a management consultancy and subsequently setting up a production site in Mecklenburg-Vorpommern, he has spent the last 13 years working as CFO at executive and board level in the life sciences sector for pharmaceutical and medical technology companies.

As CFO, Friedrich's responsibilities at eye square include financial issues as well as internationalisation, legal and HR. Furthermore, Friedrich will be the contact person for all clients in the area of cooperations and long-term contracts including in- and out-licensing as well as quality issues.

Sven Diekmann returns to eye square after ten years in his new role as Director Business Development. He has been working as a Director Client Relations at eye square until 2011. Sven conducted UX and advertising studies and built eye square's Shopper Research Unit.

Then he spent nine years contributing to the success of the software-as-a-service start-up Market Logic Software AG, which operates a market insights platform for blue chip companies. During this time, Sven worked in various roles: as a Consultant, Head of the Service Factory, Head of HR and most recently in the PMO.

At this time, Sven always enjoyed observing the success of eye square and kept in touch with the former team. Now he can contribute his extensive experience and further develop eye square's projects and customer relationships together with the leadership team.

"I am looking forward to connecting with corporate clients, understanding their needs and delivering the appropriate insights and recommendations for action with the fantastic eye square team!", says Sven Diekmann.

About eye square GmbH

Since its foundation in 1999, the internationally active market research institute eye square has been the innovation leader in the application of technology-based methods in all areas of market research. Its services include research, consulting and technology development on brand and media experience, shopper experience and user experience.

eye square's live testing approach helps its clients to understand both implicit and explicit human experiences and emotions in the digital domain - under real-life conditions.

The international team of 72 consultants & researchers in Berlin, London, New York, Tokyo, Hong Kong and Kerala currently serves over 300 clients worldwide.

Contact

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