

Pitiusa Design Market Research Group

Global Market Research

CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

# Company Profile

## Staff and Call Centers 2025 V6.3#EU

PDMRG is part of the EPMRG Group (IRS)

**Global Headquarters Spain**  
**Poeta Maria Villangomez, 12-14**  
**07840 Santa Eulalia del Rio**  
**m. research@pdmrg.net**  
**w. <https://www.pdmrg.net>**

## The Facts

- ++ Founded 2009
- ++ Offices & experts around the globe
- ++ Expert teams (+/- 117)
- ++ Interviewer force (+/- 8.800)
- ++ Own Call Centers
- ++ Own CATI/CAPI programming unit

Pitiusa Design Market Research Group

Global Market Research

CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

## What we offer

- ++ Interviewing (CATI, CAPI...)
- ++ Mystery Shopping (POS, online...)
- ++ 24/7 Call Centers (outbound)
- ++ Own global field interviewer teams

With us you and your clients can relax.

We keep our promises!

## Software we use

- ++ The Survey System (CATI and CAPI)
- ++ Sawtooth (conjoint analysis – CATI)
- ++ Quantum (data, charts and reports)
- ++ SPSS (data, charts and reports)

# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

### Offices Europe (Spain) - Asia (United Arab Emirates)

#### *MAIN OFFICER:*

Tim Keller - International Specialist for Global Market Research

Language skills: Spanish, English, German, and Spanish

1986: WWU Münster (Germany) - Master of International Marketing

2009 until today: International Consultant at PDMRG - EPMRG

#### Skills:

Tim is responsible for all contracting work.

He works with a research team with statisticians, motivational research specialists, interviewers, IT specialists and a variety of other experts.

Tim is a sharp Market Research Analyst who interprets data from local, regional, national, or other areas to determine potential sales of a product, service, or retail facilities.

Tim oversees finances and billing of each project while communicating costs to project stakeholders.  
He partners with Project Directors and Moderators to develop client proposals that include a broad range of research methodologies.

Tim is responsible for all our projects conducted worldwide.

Software skills: 'SPSS', 'Sawtooth' (now 'Lighthouse Studio'), 'Quantum', all 'MS Office Packages' and 'The Survey System'.



Key Contact: Tim Keller

timkeller@pdmrg.net

Pitiusa Design Market Research Group

Global Market Research  
**CATI - CAPI - IDIS - CLT**

We are your 'One-Stop Shop' for Global Data Collection

## Call Center Spain

*OUR OFFICE IN SPAIN COORDINATES/ EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES:*

*Andorra, Portugal and Spain*



**Key Contact: Tim Keller**

**timkeller@pdmrg.net**

**Valencia – Spain**



**OUR CALL CENTER LOCATED IN SPAIN – N=75 CATI STATIONS**

# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

### Call Center UAE

**OUR OFFICE IN SPAIN COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES – IN COOPERATION WITH OUR OFFICE IN DUBAI:**

*Dubai, Indonesia, Kazakhstan, Malaysia, Philippines, Qatar Singapore, Taiwan, Thailand and Vietnam*



**Key Contact: Tim Keller**

**timkeller@pdmrg.net**

**Abu Dhabi – UAE**



**OUR CALL CENTER LOCATED IN UAE – N=25 CATI STATIONS**

## Global Market Research CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

### Offices Europe (Germany)

**MAIN OFFICER:**

**Gabriel Abholte - International Consultant**

**Language skills: German and English**

**1979 until 1996: University of Berlin (Germany) - Master in Business Management**  
**1996 until 2008: Milward Brown Germany - Project Manager**  
**2008 until 2011: Synovate UK - Project Procurement**  
**2012 until today: PDMRG - Consultant & Director**

**Skills:**

**Gabriel has the responsibility for the planning and execution of key elements of our qualitative and quantitative market research projects.**

**He always has a full understanding of all his research projects and goals.**

**Gabriel detects and clarifies unstated assumptions, resolves conflicts and helps to ensure best in class project execution and client services. He works in a constantly growing team developing creative problem solving skills in market research. Gabriel conceptualizes research designs to address key business questions, works with our teams to perform quantitative and qualitative analyses, leverages storytelling to deliver actionable insights, and provides overall project management.**

**Gabriel provides superior competency in managing client relationships, with a track record of strong client satisfaction, project and time management.**

**Software skills: 'SPSS' and all 'MS Office Packages'.**



**Key Contact: Gabriel Abholte**  
**[gabrielabholte@pdmrg.net](mailto:gabrielabholte@pdmrg.net)**



Pitiusa Design Market Research Group

Global Market Research  
CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

## Call Center Germany

*OUR OFFICE IN GERMANY COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES:*

*Austria, Belarus, Bulgaria, Croatia, Czech Republic, Denmark, Finland, Germany, Hungary, Netherlands, Norway, Poland, Romania, Russia, Slovakia, Sweden, Switzerland, Turkey and Ukraine*



**Key Contact: Gabriel Abholte**

**[gabrielabholte@pdmrg.net](mailto:gabrielabholte@pdmrg.net)**

**Essen - Germany**



**OUR CALL CENTER LOCATED IN GERMANY – N=90 CATI STATIONS**

# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

### Offices Europe (France - UK)

*MAIN OFFICER:*

Jean Martin - International Consultant

Language skills: French and English

1994 until 2001: University Paris (France) - Master in Marketing

2001 until 2008: Ipsos France - Project Assistant

2008 until 2012: Synovate France - Project Manager

2012 until today: PDMRG - Consultant & Director

**Skills:**

Jean has got strong project management, negotiating, and problem-solving skills.  
Jean interfaces with all levels of staff and external vendors.

He works independently and to manages multiple projects simultaneously.

Jean always operates alongside Project Directors and Moderators to learn how to provide design recommendations by offering thoughtful input and guidance.

Jean is responsible for project management of several syndicated tracking studies including: questionnaire design, sampling and weighting plans, managing/monitoring fieldwork, code development, creating and managing project schedules and updating stakeholders on progress, quality control, data auditing and data deliverable checking.

Software skills: 'SPSS', all 'MS Office Packages' and 'The Survey System'.



**Key Contact: Jean Martin**

jeanmartin@pdmrg.net

Pitiusa Design Market Research Group

Global Market Research  
**CATI - CAPI - IDIS - CLT**

We are your 'One-Stop Shop' for Global Data Collection

## Call Center France

*OUR OFFICE IN FRANCE COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES:*

*Belgium, France, Luxembourg, Monaco and Switzerland*



**Key Contact: Jean Martin**

[jeanmartin@pdmrg.net](mailto:jeanmartin@pdmrg.net)

Toulon - France



**OUR CALL CENTER LOCATED IN FRANCE – N=60 CATI STATIONS**

Pitiusa Design Market Research Group

Global Market Research  
**CATI - CAPI - IDIs - CLT**

We are your 'One-Stop Shop' for Global Data Collection

## Call Center UK

**OUR UK OFFICE COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES :**

*Great Britain and Ireland*



**Key Contact (UK): Jean Martin**

[jeanmartin@pdmrg.net](mailto:jeanmartin@pdmrg.net)

**Manchester – United Kingdom**



**OUR CALL CENTER LOCATED IN GREAT BRITAIN – N=55 CATI STATIONS**

# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

### Offices North America (USA) - South America (Mexico)

#### MAIN OFFICER:

James Turner - International Consultant

Language skills: English and Spanish

1987 until 1996: University of Salford (UK) - Bachelor in Marketing 1996  
until 2013: Nielson Company UK - Fieldwork Assistant  
2013 until today PDMRG - Consultant & Director

#### Skills:

James has got the ability to think both analytically and creatively, exercise judgment and show initiative and leadership in the overall execution of a project.

He manages fieldwork by partnering with Moderator, Client and facilities/technology platforms.

James has got excellent analytical and strategic thinking skills, with ease in finding stories in both qualitative and quantitative data.

His role ensures all client deliverables are completed accurately, on time, and on budget. He is a highly organized, detail-oriented individual who can successfully manage multiple projects in a fast-paced, rapidly changing environment while keeping the clients and internal stakeholders abreast of all project milestones. His proven expertise to trouble shoot and fully resolve problems regarding survey design, fieldwork and data analysis is his main strength.

Software skills: 'SPSS', 'Sawtooth' (now 'Lighthouse Studio'), all 'MS Office Packages' and 'The Survey System'.



Key Contact: James Turner

jamesturner@pdmrg.net

# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

### Call Center USA

*OUR OFFICE IN THE USA COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES:*

Canada and USA



**Key Contact: James Turner**

[jamesturner@pdmrg.net](mailto:jamesturner@pdmrg.net)

Orlando - USA



**OUR CALL CENTER LOCATED IN THE USA – N=30 CATI STATIONS**

Pitiusa Design Market Research Group

Global Market Research  
CATI - CAPI - IDIS - CLT

We are your 'One-Stop Shop' for Global Data Collection

## Call Center South America

*OUR OFFICE IN SOUTH AMERICA COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES – IN COOPERATION WITH OUR US OFFICE.*

Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, Guatemala, Guyana, Mexico, Panama, Paraguay, Peru, Suriname, Uruguay and Venezuela



Key Contact: James Turner

[jamesturner@pdmrg.net](mailto:jamesturner@pdmrg.net)

Mexico City - Mexico



*OUR CALL CENTER LOCATED IN SOUTH AMERICA – N=90 CATI STATIONS*

# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIS - CLT

We are your 'One-Stop Shop' for Global Data Collection

### Offices Europe (Italy) – South Africa (Soweto)

#### MAIN OFFICER:

Adriana Giancoli - International Consultant

Language skills: Italian, English, and German

2000 until 2009: University Sapienza di Roma (Italy) - Master in Market Research and Development

2009 until today: PDMRG - Consultant & Director

#### Skills:

Adriana is responsible for managing research projects.

She works with marketing and sales to determine project goals and deliverables, select the appropriate research methodology and execute the research studies.

She manages, develops and executes research tools and processes.

She works closely with key stakeholders, ensures the successful execution and resulting data collection of the fieldwork.

Adriana is reviewing the collected data, authors' reports and make business-oriented recommendations to the sponsoring client.

She has got strong analytic skills with experience in statistical modelling and analysis.

Software skills: 'SPSS', all 'MS Office Packages', 'Sawtooth' (now 'Lighthouse Studio') and 'Quantum'.



Key Contact: Adriana Giancoli

adrianagiancoli@pdmrg.net



Pitiusa Design Market Research Group

Global Market Research  
**CATI - CAPI - IDIS - CLT**

We are your 'One-Stop Shop' for Global Data Collection

## Call Center Italy

*OUR OFFICE IN ITALY COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES – IN COOPERATION WITH OUR OFFICE IN GERMANY:*

**Cambodia, Estonia, Georgia, Greece, Italy, Latvia, Lithuania and Moldova**



**Key Contact: Adriana Giancoli**  
[adrianiagiancoli@pdmrg.net](mailto:adrianiagiancoli@pdmrg.net)

**Naples – Italy**



**OUR CALL CENTER LOCATED IN ITALY – N=60 CATI STATIONS**

Pitiusa Design Market Research Group

Global Market Research  
CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

## Call Center South Africa

*OUR OFFICE IN SOUTH AFRICA COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES – IN COOPERATION WITH OUR OFFICE IN ITALY:*

Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cabo Verde, Cameroon, Central African Republic (CAR), Chad, Comoros, Democratic Republic of the Congo, Republic of the Congo, Cote d'Ivoire, Djibouti, Equatorial Guinea, Ghana, Kenya and South Africa



Key Contact: Adriana Giancoli

[adrianagiancoli@pdmrg.net](mailto:adrianagiancoli@pdmrg.net)

Soweto – South Africa



*OUR CALL CENTER LOCATED IN SOUTH AFRICA – N=30 CATI STATIONS*

# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIS - CLT

We are your 'One-Stop Shop' for Global Data Collection

### Offices Asia – China (Tanjin) and Japan (Osaka)

#### MAIN OFFICER:

#### Lena Kong – Project Coordinator

Language skills: Chinese, English, and Japanese

1992 until 1999: University New York (USA) - Master in Business Development

2000 until 2008: Synovate UK – International Project Coordinator

2009 until today: PDMRG – Project Coordinator Asia

#### Skills:

Lena provides direction throughout the life cycle of a project (programming/scripting, data collection/fieldwork, data processing, etc.).

She addresses key business questions by implementing qualitative and quantitative research approaches to drive actionable insights and client implications.

She possesses a robust knowledge of the Asian and European Markets.

Lena has got a superior competency in managing research projects, with a strong track record of holding all deadlines.

Software skills: 'SPSS', all 'MS Office Packages', 'Sawtooth' (now 'Lighthouse Studio'), 'The Survey System', 'Voxco' and 'Quantum'.



Key Contact: Lena Kong

lenakong@pdmrg.net

Pitiusa Design Market Research Group

Global Market Research  
**CATI - CAPI - IDIS - CLT**

We are your 'One-Stop Shop' for Global Data Collection

## Call Center China

*OUR OFFICE IN CHINA COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES:*

*China (PRC) and Hong Kong*



**Key Contact: Lena Kong**

**lenakong@pdmrg.net**

**Tianjin - China**



**OUR CALL CENTER LOCATED IN CHINA – N=40 CATI STATIONS**

# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIS - CLT

We are your 'One-Stop Shop' for Global Data Collection

### Call Center Japan

*OUR OFFICE IN JAPAN COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES – IN COOPERATION WITH OUR OFFICE IN CHINA (PRC):*

*Japan*



**Key Contact: Lena Kong**

**lenakong@pdmrg.net**

**Osaka - Japan**



**OUR CALL CENTER LOCATED IN JAPAN – N=40 CATI STATIONS**

# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

### Offices Asia (South Korea and India)

#### MAIN OFFICER:

Helen Shue - Consultant & Director South Korea

Language skills: Korean and English

1984 until 1992: University Seoul (South Korea) - Master in Business

1993 until 2012: Hankook Korea – Freelance Project Director

2012 until today: PDMRG - Consultant & Director South Korea

#### Skills:

Helen conceptualizes research designs to address key business questions by implementing qualitative and quantitative research approaches to drive actionable insights and results.

She manages fieldwork by coordinating all moderators, respondents and interviewer teams in South Korea.

Helen has got excellent strategic thinking skills.

She possesses a robust knowledge of primary research (including both qualitative and quantitative research).

Helen has got a superior competency in managing client, moderator and interviewer relationships.

Software skills: 'SPSS', all 'MS Office Packages', 'The Survey System' and 'Quantum'.



Key Contact: Helen Shue

helenshue@pdmrg.net

Pitiusa Design Market Research Group

Global Market Research  
**CATI - CAPI - IDIS - CLT**

We are your 'One-Stop Shop' for Global Data Collection

## Call Center South Korea

*OUR OFFICE IN SOUTH KOREA COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES:*

*South Korea*



**Key Contact: Helen Shue**

**helenshue@pdmrg.net**

**Seoul – South Korea**



**OUR CALL CENTER LOCATED IN SOUTH KOREA – N=30 CATI STATIONS**

Pitiusa Design Market Research Group

Global Market Research  
**CATI - CAPI - IDIS - CLT**

We are your 'One-Stop Shop' for Global Data Collection

## Call Center India

*OUR OFFICE IN SOUTH KOREA COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES:*

*India*



**Key Contact: Helen Shue**

**helenshue@pdmrg.net**

**Bangalore – India**



**OUR CALL CENTER LOCATED IN INDIA – N=45 CATI STATIONS**



# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

### Offices Australia

*MAIN OFFICER:*

Thomas Krieger - International Consultant & Director

Language skills: English, Spanish, and German

1994 until 1999: University Alicante (Spain) - Master in Market Research

2000 until 2009: Aegis Group Spain - Research Manager

2009 until today: PDMRG - Consultant & Director

**Skills:**

Thomas oversees the logistics and coordination of research, providing direction throughout the life cycle of a project (programming/scripting, data collection/fieldwork, data processing, etc.).

He conceptualizes research designs to address key business questions by implementing qualitative and quantitative research approaches to drive actionable insights and client implications.

He possesses a robust knowledge of primary shopper/consumer research (including both qualitative and quantitative research) and proven experience conducting analyses while leveraging data inputs to develop compelling, strategic narratives for developing category growth platforms.

Thomas has got a superior competency in managing client relationships, with a track record of strong client satisfaction, project and time management.

Software skills: 'SPSS', all 'MS Office Packages', 'Sawtooth' (now 'Lighthouse Studio'), 'The Survey System', 'Voxco' and 'Quantum'.



**Key Contact: Thomas Krieger**

[thomaskrieger@pdmrg.net](mailto:thomaskrieger@pdmrg.net)

Pitiusa Design Market Research Group

Global Market Research  
**CATI - CAPI - IDIs - CLT**

We are your 'One-Stop Shop' for Global Data Collection

## Call Center Australia

*OUR OFFICE IN AUSTRALIA COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES:*

*Australia and New Zealand*



**Key Contact: Thomas Krieger**

**thomaskrieger@pdmrg.net**

**Brisbane - Australia**



**OUR CALL CENTER LOCATED IN AUSTRALIA – N=60 CATI STATIONS**

Pitiusa Design Market Research Group

Global Market Research

CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

## Here are some Statistics about us

We are in a position to access 775 CATI stations and 2.005 CAPI tablets located worldwide.

PDMRG conducted N=192.672 telephone interviews (CATI) and N=87.720 face-to-face interviews (CAPI) around the world in 2024.

Our statistics indicate that in 2024, we did averagely conduct 248 telephone interviews per CATI station and 43 face-to-face interviews per CAPI tablet.

**At PDMRG capacity is not a concern.**

**Everything is a matter of planning!**

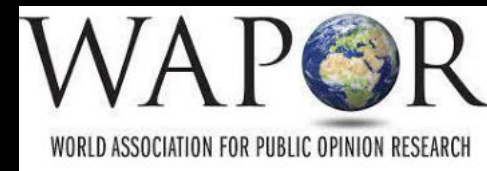
# Pitiusa Design Market Research Group

Global Market Research  
CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

## Our Guidelines

PDMRG adheres to the guidelines of the American Association for Public Opinion Research (AAPOR), European Society for Opinion and Marketing Research (ESOMAR), European Survey Research Association (ESRA), European Pharmaceutical Market Research Association (EPHMRA), Insights Association, and World Association for Public Opinion Research (WAPOR).



# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIS - CLT

We are your 'One-Stop Shop' for Global Data Collection

### Some of our valued clients



Pitiusa Design Market Research Group

Global Market Research

CATI - CAPI - IDIS - CLT

We are your 'One-Stop Shop' for Global Data Collection

**If you have any requests, questions,  
recommendations, or other thoughts  
just contact us.**

**Thank you for your business!**

International Headquarters Spain  
Poeta Maria Villangomez, 12-14  
07840 Santa Eulalia del Rio  
m. spain@pdmrg.net

International Headquarters United Kingdom  
Eagle House, 163 City Road  
London, EC1V 1NR  
m. uk@pdmrg.net

International Headquarters USA  
555 West 5th Street, 35th Floor  
Los Angeles, CA 90013  
m. usa@pdmrg.net

International Headquarters Germany  
Hafenweg 19  
48155 Münster  
m. germany@pdmrg.net