

RENE TEKAAT

International Research Services



Chief Information Officer

EDUCATION & WORK EXPERIENCES

Through 30+ years of experience in the industry, Rene Tekaatt has honed his proficiency in nearly every stage of the research journey. He has held leadership positions both as a buyer of research and as a provider, allowing him a deep understanding of what clients are looking for in a partner, and what it takes to execute successful research projects. His specialties include sales operations leadership, sample best practices, survey design, custom development for both quant. / qual. research, product innovation and automation. As the CIO, at IRS, Rene wears many hats essential to the daily function of the business. He is responsible for developing and executing the global marketing strategy through the creation of impactful marketing campaigns / materials, maintains brand standards and ensures compliance across all marketing and communications channels, and bridges the gap between marketing and sales in order to cultivate long-term relationships with clients. Rene is dedicated to the personal and professional success of every IRS team member, and he manages IRS project pricing, training plans, project execution and security for each department.

An aerial photograph of a city skyline, likely New York City, during the "golden hour" of sunset. The sky is a mix of orange, yellow, and blue. Numerous skyscrapers are visible, with the Empire State Building standing out prominently in the center. The city extends to the horizon, with a body of water visible in the distance.

International Research Services CONSULTING & MARKET RESEARCH SERVICES

Rene Tekaat - Chief Information Officer (CIO)
IRS - International Headquarters United Kingdom
Eagle House, 163 City Road
London, EC1V 1NR
m.rene.tekaat@international-research-services.com