

## Central Eastern Europe

### **Otilia Dörnyei nominated as regional CEE co-ordinator for Consumer Goods markets**

**In the CEE region, GfK has recognised the need to develop regional approaches on the Fast Moving Consumer Goods market. As a result, Otilia Dörnyei, who has been working for GfK Hungary since 2000, has recently been nominated as regional CEE co-ordinator for FMCG markets.**

The groundwork for this new approach was laid during a GfK Regional CEE meeting, held in Vienna from October 20<sup>th</sup> to 21<sup>st</sup>. A working group, comprising the heads of 17 GfK CEE Consumer Goods Departments, worked out an action plan to cater for the needs of our most valuable clients in the event that they might need a regional approach when discussing market research.

*GfK Newsletter: Otilia, why do you think Regional Account Management will help GfK Clients?*

Otilia Dörnyei: Most of our clients work with some form of regional split. This might be the CEE region as a whole, from Austria to Kazakhstan, or Visegrad countries (Poland, Czech Republic, Slovak Republic, Hungary) or Northern and Southern CEE. But in most cases the requirements are the same: stable data quality, reliable service and valuable analysis added with local market knowledge. We know that in the CEE region GfK is able to fulfil excellent data quality, perfect service and market understanding. Where we have to improve is with regard to the analysis, that is to say, we know much more about the CEE consumers than we communicate. The purpose of our FMCG CEE team is to gather all the information on consumers in all our centres of excellence throughout the region and then offer this regional understanding to our clients.

*GfK Newsletter: Why is Account Management getting into foreground?*

Otilia Dörnyei: In my understanding, the "classical researcher" no longer exists. By that I mean that we have to be aware that some people are good in relationship and market understanding whilst others have their strengths in performing statistical analysis and interpretation. Like GfK Austria, we at GfK Hungary underwent an inner Change Management process to be able to structure our Company in such a way that we can provide the best possible value to our customer. We found that there are two kinds of talent amongst our employees. On the one hand you have the staff who are able to understand the needs of the clients and transform them to research and on the other hand there are those who are able to deliver perfect analysis. That is why we have divided the operations of GfK Hungary into Client Services and Research Management, each part comprising the employees who are best at what they are doing.



*GfK Newsletter: Let me guess, are you working in Client Services?*

Otilia Dörnyei: Yes, definitely. But I am responsible not only for ad hoc FMCG clients but also for any kind of consumer related research, including Retail and Consumer Tracking. We believe that clients need solutions to their problems and there is not always one single method to solve them - in my opinion they are right.

*GfK Newsletter: How can you manage this with the management role at GfK Hungary?*

Otilia Dörnyei: I have very talented colleagues; you might know Krisztina Kovacs the Sector Manager at Consumer Tracking and János Kui, Sector Manager of Trade and Retail. From January 1<sup>st</sup> on we will have Mr. Krisztián Steigervald as a Sector Manager of Consumer Goods within Custom Research. Practically speaking, he will take over my former role so that I will be able to devote my time to all my new challenges - which I very much look forward to.

*GfK Newsletter: Otilia, Thank you very much for your time.*

Otilia Dörnyei: It was my pleasure.

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