



GIM | GESELLSCHAFT FÜR  
INNOVATIVE MARKTFORSCHUNG

# GIM IN A NUTSHELL

GIM was founded in 1987 and is still an independent and owner-managed company until today. GIM is one of the most important market research companies in Germany. More than half of Germany's DAX-listed companies trust in our expertise, research quality and experience.

In the last 15 years, GIM had a constant above-average growth rate. Every year, we conduct over 500 research projects worldwide in almost 50 different markets on all continents. Almost half of our research projects are international projects.

Our expertise spans over more than 30 industries (B2C and B2B) and our method portfolio is among the largest and most diverse on the market – including offline and online research, quantitative and qualitative methods, tailor-made and standardised study designs. We are an exceptionally diverse institute with highly qualified and dedicated staff from many different disciplines and cultures.

Today, GIM has about 120 permanent employees working at the GIM institutes in Heidelberg, Berlin, Lyon and Zurich. We are cooperating with a vast global network of partners.



# MANAGEMENT

## Managing Directors



**Wilhelm Kampik**

*„We find the answers to our clients' questions with curiosity, dedication and passion.“*

Wilhelm Kampik founded GIM in 1987. He studied industrial/organizational psychology, clinical psychology and business studies in Mannheim.

He is considered a pioneer of qualitative market research in Germany. His particular field of interest has always been ethnographic research, the observation of peoples' rituals in daily life and the research of their lifestyles.

*„Our methods, both offline and online, are designed based on scientific standards and our clients' needs.“*

In 1996, Stephan Teuber also became managing director at GIM. He studied sociology, psychology and political science in Munich, Sussex and Heidelberg.

Before joining GIM, he worked as a research assistant at the Institute for Sociology at Heidelberg University where he researched into sociological theory, social movements, popular cultures and cultural theory in the context of globalisation.



**Stephan Teuber**

# MANAGEMENT BOARD

The GIM Management Board comprises the Managing Directors and the Corporate Directors:



Dr. Jörg Munkes  
**CORPORATE DIRECTOR**



Christoph Palmer  
**CORPORATE DIRECTOR**



Dr. Stephan Telschow  
**CORPORATE DIRECTOR**



Patricia Blau  
**CORPORATE DIRECTOR**

# MEMBERSHIPS



BVM Professional Association of  
German Market and Social Researchers



ESOMAR European Society for  
Opinion and Market Research



DGOF German Society for  
Online Research



Ephmra European Pharmaceutical  
Market Research Association



dgtf German Society for  
Design Theory and Research

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