



## PRESS RELEASE

### **Oliver Tjarks new Executive Vice President at moweb research.**

#### **Düsseldorf, 5 March 2025**

Oliver Tjarks (47) has been appointed Executive Vice President at Düsseldorf-based moweb research GmbH with immediate effect.

As the new overall sales manager at the online market research specialist, he will be driving expansion into further German and international markets. He will be focussing primarily on the industrial sector, consulting companies and collaboration with other market research institutes.

Tjarks began his career in 2006 at Respondi GmbH in Cologne, two years later he moved to Research Now (now Dynata) in Munich, where he set up the new location with its own sales team. In 2019, he joined Cint Deutschland GmbH as Senior Vice President, responsible for overall sales in Central Europe until the beginning of 2025.

#### **Oliver Tjarks on joining moweb research:**

»moweb has huge potential for further growth, and that's exactly where I can start today. I not only see strong products here, but also a team centred around Herbert Höckel with an extraordinary amount of passion and experience! Together, we will continue to be at the forefront of these highly dynamic markets. For me, this is a great challenge that I am really looking forward to!«

#### **Managing Director Herbert Höckel comments:**

»Oliver is a real competence in the sales area! In his previous positions, he has always been able to take product sales to a completely different level in a very short space of time - especially by successfully expanding into new markets and countries. As the new Executive Vice President, I am giving him the role he needs for his goals and his sales team and I am already looking forward to a fantastic collaboration!«

Download press photo of Oliver Tjarks at [www.moweb.com/de/news](http://www.moweb.com/de/news)



### **About moweb research**

moweb research GmbH has been conducting online market research worldwide since 2004 and has been shaping the industry with numerous digital methods ever since. Around 40 employees work at the institute in Düsseldorf and advise companies of all sizes.

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### **Contact for queries**

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