PRESS RELEASE [for immediate release]

Jon Priest joins IFF Research as Chair

Jon Priest, Partner of Capel Partners Corporate Advisory and Green Square & Associates and ex-founder and CEO of SPA and Future Thinking, has joined the board of IFF Research Limited (IFF) as non-executive Chair. He begins his role with immediate effect. Jon started his career in research in 1985 and was made a Fellow of the Market Research Society in 2012.

IFF is the UK’s leading independent social and market research agency and was formed in 1965. Since 2022, IFF has been backed by Connection Capital LLP.

Jon Priest said:

*“I’m delighted to accept IFF Research’s invitation to join its board of directors as Chairman. IFF are a company I have long admired, and I hope to offer Jan and his team any help and advice I might have garnered over nearly forty years in the industry”.*

Jan Shury, Managing Director, IFF, said:

“*IFF has gone from strength to strength over the last few years, servicing a wonderful array of clients and supported by what I firmly believe to be the best team of researchers in social and policy research. We were delighted to receive the backing of Connection Capital last year who shared our vision for the continued growth of a people-focused agency. We’re privileged to now have someone with the vast experience of Jon come on board as Chair to help us navigate the challenges of realising that vision.”*

Doug Wilson, Investment Director, Connection Capital, said:

*“We’re really pleased that Jon has taken up the opportunity to join IFF’s board to assist Jan and the rest of the management team in guiding the business through what promises to be an exciting new phase of growth. We’re confident that with Jon’s support and sector experience, alongside the flexible funding structure provided by Connection Capital, IFF will continue to excel.”*

For more information, please contact viki.taylor-kidson@iffresearch.com