



Bruno Colin joins SOCIO Logiciels, a company in the NP6 Group, as Chief Executive.

Acquired in April 2013 by NP6, the SaaS e-marketing software publisher, SOCIO Logiciels is a recognised name in the field of statistical data analysis and modelling.



Aged 54, an electronic engineering graduate (ESME Special School of Mechanics and Electricity) and the holder of an MBA in Finance and Administration (Paris I University), Bruno Colin has spent most of his career in market research and polling. He started in 1985 at AC Nielsen where he became head of Research and Development. Scientific director at Risc International (marketing strategy consultancy firm) between 1991 and 1993, he then joined Médiamétrie, TNS Worldpanel and TNS Sofres in turn. From 2007 to 2012, he was Global MD, Technology and Operations, at GfK. He had been MD of Operations and Project Management at TNS Sofres since 2012.

"I am delighted to put my experience and knowledge of various sectors of our industry to use in a smaller yet ambitious company. I intend to explore in depth with our customers the increasingly wide world of marketing data," Bruno Colin says.

As Chief Executive of SOCIO Logiciels, Bruno Colin will be responsible for sales growth. He will also ensure its scientific positioning is held and will continue the strategy of developing dovetailing products and services between SOCIO Logiciels and NP6.

"We are proud that a specialist as experienced as Bruno Colin has agreed to use his expertise to the benefit of SOCIO Logiciels. His arrival marks an important stage in the building of SOCIO Logiciels and the continuation of our ambitious group-wide growth plan," concludes Stéphane Zittoun, Chairman and Chief Executive of the NP6 Group.