

PRESS RELEASE, Nuremberg, April 16, 2026

New Managing Director at OPINION!

Since April 2026, Nicole Mey has been a member of the management team at OPINION Market Research & Consulting GmbH, based in Nuremberg. She has over 20 years' experience in market research, has been with OPINION since 2014 and was previously a team leader. With her extensive, long-standing expertise, she will significantly strengthen our management team and bring fresh impetus.

Managing Director Michael Blum is leaving the company at the end of the year. The appointment of Nicole Mey is intended to ensure the company's successful course continues and to facilitate a smooth transition following Michael Blum's departure.

Statement from Thomas Maurer (Managing Director of Opinion): We are delighted to welcome Nicole as Managing Director to our ranks. She is an excellent choice to strengthen our management team in the long term. We are very much looking forward to shaping our future together with her on board!

Manfred Tautscher (Managing Director of the INTEGRAL-SINUS-OPINION Group): With her positive attitude and extensive expertise, Nicole Mey will further strengthen the ISO Group. We would like to extend our special thanks to Michael Blum, who has played a key role in developing OPINION into an expert in consumer behaviour.

About OPINION

OPINION is one of Germany's leading market research agencies specialising in ad hoc and tracking studies. OPINION works with over 100 national and international brands. For 30 years, we have been helping our clients understand what drives their consumers around the globe. Our focus is particularly on the FMCG sector in all its facets. OPINION does not offer off-the-shelf market research but designs the best approach for our clients' needs from our broad range of services.

As part of the INTEGRAL-SINUS-OPINION Group, OPINION can draw on extensive experience in market, social and trend research.

As a member of 'The Research Alliance', a global network of independent market research agencies, OPINION benefits from local expertise in markets around the world.

For further information, please visit www.opinion.de

Contact for enquiries

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