

Kevin Kruger joins BMi Research as chief executive officer

By [Jessica Tennant](#)

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Kevin Kruger joined BMi Research, last month, as its new chief executive officer and took over from Gareth Pearson who led the organisation for the last 19 years.

Previously, Kruger had been the MD of IRI Africa for three years after joining the company in 2007.

"What I love most is the privilege I have had to have worked with, learnt from and partnered with some of the most interesting people within the industry. It's the personalities behind the brands that make the industry and enrich one's life path in the market and provide you with growth both at a personal and a professional level," he says.

Here, he tells us more about the transition into BMi Research and joining the business as a new CEO, what excites him most about the company and what's at the top of his to-do list.



Kevin Kruger has joined BM Research as its new chief executive officer.



Kevin Kruger joins BMi Research as new CEO

BM Research 20 Jun 2019

📌 *Congrats on your appointment. How do you feel about it?*

This is a wonderful opportunity to lead a business that is poised for greatness, willing to embrace change and change for the better of its clients, partners and *people*.

📌 *When is/was the effective date?*

It was on 3 June 2019.

📌 *What excites you most about the company and where it's going?*

I am excited about our attitude to accept change, embrace technology, explore innovation and challenge to be challenged. I am so impressed with the attitude of my organisation and the hunger to see our brand succeed, grow and reach the heights we know we can.



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📌 *Any career highlights you're particularly proud of?*

I think for me, the past 12 years have been an exceptional time in my career, I have learned a lot about business and about myself and stepping into the role of MD just over four years ago was a particularly proud moment for me. It's always been a goal of mine to lead an organisation and its people and be instrumental in the growth of both.

🔺 **Tell us a bit about your experience and how this has equipped you for your new position/what you bring to the role.**

Over the last couple of years, I have experienced a number of transitions through acquisitions, which exposed us to new ways of thinking, processes and procedures that had to be adopted and implemented that, apart from my strong commercial background, will be somewhat of a focus of mine ensuring that we structure ourselves for a sustainable and exciting future.

“ *BMi welcomes its new CEO, Kevin Kruger. With over 22 years of experience within the FMCG market in South Africa, in both the retail and manufacturing spaces, Kevin is not only bringing his skill-set but a fresh approach in doing things. Read more: <https://t.co/MzZVtAzuaa> pic.twitter.com/50Jj5sfSf3— BMiResearch (@BMi_Research) June 21, 2019* ”

🔺 **What are you most looking forward to/enjoying so far?**

I have thoroughly enjoyed my transition into BMi Research – joining the business as a new CEO, one doesn't know what the business circumstances are, how you going to be welcomed and, after just over a month, I feel like I have been in the business for years. I am, however, looking forward to spending some time with my family in the Kruger (National Park) shortly to celebrate my beloved mom's 70th birthday.

🔺 **What's at the top of your to-do list (at work)?**

I am now in my 30 days of planning and strategising, which will culminate in our five-year plan, reinvigorating our brand and our presence in the FMCG market.

🔺 **What are you currently reading/watching/listening to for work?**

I am reading Robin Sharma's *The 5 AM Club* as well as Jack Welch's *Winning*.

🔺 **Tell us something about yourself not generally known?**

When given the opportunity, there is nothing more special than gliding down a snow-covered mountain – I love snowboarding and may look clumsy doing it, but it remains fun.

Stay up to date with Kruger and BMi on [Facebook](#), [Twitter](#) and [LinkedIn](#). For more news about the company, head over to the [BMi Research press office](#).

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