

Melbourne 29 August, 2023

Leadership Restructure for MDI

After 10 years at the helm, James Fergusson (CEO and Founder) has decided to step down as CEO and move into the role of Chief Commercial Officer whilst continuing to Chair the Company's Board.

Fergusson leaves the CEO role with the company in good health having experienced phenomenal growth over recent years on the back of its proprietary mobile research platform. Supporting a strong client base is a diverse team of researchers spread between Australia, South Africa, Kenya, Morocco, London, Belgium, USA and Argentina.

David Somers (formerly head of Africa and COO at MDI) has been promoted to replace James Fergusson in the CEO role.



*MDI Founder and
Chief Commercial Officer*

James Fergusson

Fergusson commented – “My personal strengths lie in entrepreneurship, business building and client support the very traits that stood me in good stead to drive the startup phase of MDI. It is now however time for a new CEO to lead MDI through the next stage of our growth. I have therefore decided to take a sideways step and my new role will be Chief Commercial Officer. A role that is 100% client focused, In particular, I'm thrilled that in this role I'll be at the forefront of MDI's global and regional client relations.

I'm equally excited that David Somers has accepted the role of MDI CEO. David has extremely strong business acumen, great research skills and vast experience in managing large research agencies at both a country and regional level.”



MDI CEO
David Somers

Embracing his new role David Somers commented – “I'd like to thank James Fergusson and the MDI board for the trust they have placed in me, and I am truly excited to be continuing James' vision and leading our business through the next stage of its growth - onwards and upwards.”