



Paul Hambly is EVP of Supply at Toluna and a veteran leader in the insights and panel industry.

Since joining Toluna in 2008, he has held successive leadership roles across Panel, Supply, and Network operations, culminating in his appointment as EVP of Supply in 2023, overseeing the company's unique global supply ecosystem. In this role,

Paul devises and executes the strategy for Toluna's industry-leading supply, ensuring access to all audiences across the globe at scale and high quality.

His early career in digital marketing, media buying and panel operations across Europe shaped his expertise in recruitment, engagement, panel performance and growth, ensure diverse, representative, and engaged panels.

Under his leadership, Toluna's Supply leverages the best in class technology to power research initiatives worldwide,

Paul brings over two decades of experience in digital marketing, research and technology-driven insights, with a strong track record of operational excellence and global growth.

Paul.Hambly@toluna.com

<https://www.linkedin.com/in/paul-hambly-ab6aa41b/>