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Ron Cohen

Director of Products & Services
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Ron Cohen is Director of Products & Services and a partner in Geoscape Europe. He is responsible for the development of new information products and services as well as the adaptation of Geoscape US technology for use in the European marketplace. Ron also manages the consultancy unit at Geoscape Europe which develops custom solutions for our multinational customers.

Ron has over 20 years experience working with geo-demographics, market segmentation and GIS. Prior to joining Geoscape, Ron was Product Development Director for VNU Marketing Information Europe, where he worked in the United Kingdom and the Netherlands creating micromarketing and CRM solutions for the European market. Ron worked for Claritas in the US for 10 years designing and developing marketing information products and services for the retail, financial services, telecommunications, media, automotive, pharmaceutical and consumer packaged goods industries. His experience also includes several years in the banking industry as well as 3 years with Commodore Business Machines.

Ron is the proud father of 2 children and is an avid traveler and wine connoisseur.