

Synovate Taiwan appoints new Research Director

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TAIWAN – Synovate, a leading global market intelligence company, recently announced the appointment of Ms. Ruth Yu as Research Director of Synovate Taiwan.

Ms. Yu began her career at Union Advertising and FCB Taiwan (formerly known as Bozell Advertising) in 1985 and she brings to Synovate a wealth of experience, particularly in the fields of advertising and research.

Prior to joining Synovate, Ms. Yu served as the Vice President of Market Research for Field Force Euro RSCG Taiwan. During that time, she managed a number of international clients such as BMW, Epson, Nestle, Kimberly Clark and Roche.

"We are very excited to welcome Ruth to Synovate," said Jenny Chang, Managing Director of Synovate Taiwan. "Ruth is very familiar with various research methodologies and has a good understanding of the needs of different clients.

"She is also very knowledgeable on both qualitative and quantitative research and her in-depth experience across various industries not only represents a boost to our capabilities but a direct advantage to our clients as well."

Ms. Yu holds a Bachelor degree in Mass Communications from the Chinese Culture University in Taiwan. In her leisure time, Ms. Yu enjoys travelling.

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