Synovate appoints Managing Director, Qualitative, Italy

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Global market research company, Synovate, today announced the appointment of Rossana Dell'Isola as Managing Director for Qualitative, Italy.

Dell'Isola will also be a member of the Global Qualitative Leadership Team with responsibility for developing the Synovate Innovation offer on a global scale.

Dell'Isola previously served as the Director of Innovation for Research International in Italy where she was also one of the ten members of the Research International Global Qualitative Board. During her tenure Rossana has achieved exceptional results as Managing Director of the Qualitative Department in Milan, Southern Europe Innovation Leader, and Director for the Global Account on Innovation for Unilever.

Ged Parton, member of the worldwide executive responsible for qualitative, believes Rossana's appointment reflects Synovate's commitment to building the most powerful qualitative community in the world. "We are on our way to becoming the thought leading global qualitative company in the world and Rossana is an extremely talented individual who will play an instrumental role in leading the development of innovation in that space. We are thrilled to have her on board."

Based in Italy, Rossana Dell'Isola will begin her new role reporting to Ged Parton in June.

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