

Synovate appoints new Managing Directors for France

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PARIS – Global market research company Synovate today announced the appointment of Thierry Pailleux and Georges Guelfand as co-Managing Directors of Synovate France.

Pailleux will lead the quantitative business and also be responsible for day-to-day management of Synovate's French office whilst Guelfand will be heading the qualitative department. They are co-founders of the ARTeam business acquired by Synovate in May 2005.

Ged Parton, Synovate's CEO for Southern Europe, says the new management team have a rich and successful history in pioneering creative, solutions-based research offerings in the French market. "Georges is a genuine thought leader in the qualitative world with a long list of innovations and publications to his name, and Thierry has proven management skills from his broad experience in both the client and company side."

"This move is part of our strategy to become as powerful in the French research sector as our sister Carat is in French media," adds Parton. "France is a global powerhouse in market research, and we expect Thierry and Georges to power Synovate as a thought leading, quality driven key player."

Pailleux and Guelfand take over from Stephane Courqueux, who has now been appointed to a Development Director role in Synovate's Brand & Communications Practice, working on brand equity issues with key clients in Europe following the launch of the company's pioneering Brand Value Creator research solution. Courqueux will continue to be based in Paris.

About Synovate

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 5,700 staff in 118 cities across 52 countries.

For more information on Synovate visit www.synovate.com.