Synovate promotes Huijboom to CEO

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Synovate promotes Huijboom to CEO Global Client Relationships

LONDON (19 July 2005)
FORMER Chief Operating Officer for Synovate in Western Europe, Peter Huijboom, has been appointed CEO Global Client Relationships.
Amsterdam-based Huijboom led Synovate's Netherlands, Belgium and Germany operations and was the head of international business development for the rest of Western Europe, a role he continued even as he was named COO for the region last year.
His new role will be to create and manage a structure that will enable Synovate to service a wider group of key clients at a global level. Huijboom will report to Synovate worldwide CEO Adrian Chedore. He will continue to be based in Amsterdam and remains chairman for Synovate Netherlands.
"Global client account coordination and growth is a top priority for Synovate this year," says Chedore. "Major multinational clients expect global account management from their suppliers, and there is huge potential to leverage existing relationships with them to increase global penetration and revenue. This appointment represents a natural progression for Peter, who has made a substantial contribution to our international key account management and new business activities in the last two years."
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