Pulse Bulks Up

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Pulse Group Announces Eight New Senior Appointments Â Kuala Lumpur, July 27, 2007 -- Pulse Group, Asia's leading 'Research Process Outsourcing' and 'Online Panel' firm, today announced 8 new senior appointments to solidify its client development and operations teams. The surge is in response to significant Y-O-Y growth, and strong projected growth into the second half of 2007.The new appointments comprise of industry veterans Alvin Chia, joining as Director of Client Development, previously Director of Nielsen, Associate Directors Andrew Yeoh previously from TNS,Â and Chan Choy Ping previously with Synovate. Pulseâ€™ continued dominance in the RPO sphere luring industry veterans, reinforces plans to aggressively grow the Pulse foothold within the Market Intelligence industry.The recent appointments have also spanned International shores, withÂ the recent announcement of a New York office. The office will be locatedÂ in New York City and headed by industry veteran John Saez (previously with SSI and ToLuna), enabling a truly self-sufficient US based client development hub. The US office will act primarily as a client development hub, closingÂ Â Â Â Â Â the physical and time-zone differences to its Asian operations.Commenting on the latest developments, CEO Bob Chua said â€œWeâ€™re at an extremely exciting stage of organic hyper-growth and our continued commitment towards hiring the best talent in the industry amplifies our ambition to be the leading player in the RPO spaceâ€•. Other appointments include;Melanie Mak â€“ Client Development ExecutiveNitin Gulati â€“ CATI ManagerFarhath Unnisa â€“ Project ManagerJessica Seth â€“ Panel ManagerÂ About Pulse Group Â The Pulse Group is a first class Research Process Outsourcing (RPO) company, built exclusively to serve the market intelligence industry globally. Its products and services include Planet Pulse - an online community of survey respondents throughout Asia Pacific and Middle East, Online Data Collection, Survey Programming, Data Processing and Analysis and Professional MR Translations. Please visit www.pulse-group.com/ for more information.Â About Planet Pulse Planet Pulse is Asiaâ€™s premier online panel with panelists spanning acrossÂ 20 countries throughout Asia Pacific and Middle East.Â Its panelist are extensively profiled as both a B2C as well as B2B panel.Â All panels are recruited in native languages and double-opt in through its recruitment portal www.planet-pulse.com.Press Contact: Mr. Sheikh Zain Alhussein â€“ Head of Marketing Pulse Groupsheikh.zain@pulse-group.comTelÂ Â Â : +603 2167 6666CellÂ Â : +6017 235 7704
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