KyungEun Chang Promoted to Managing Director for Synovate Korea

Contributed by Synovate
Tuesday, 17 July 2007

18 July 2007 - HONG KONG â€" Leading global market research company Synovate today announced the promotion of Mrs KyungEun Chang to Managing Director of Synovate Korea.

Previously serving as a Director in Korea, Mrs Chang will now manage all aspects of the Korea office operations and will report to the CEO for Synovate North Asia, Jill Telford.

Ms Telford said that she was delighted to promote Mrs Chang and acknowledge the enormous contribution she had made to the business in Korea.

"Mrs Chang has been instrumental to the continued growth that Synovate has achieved in the Korean market and as a Managing Director with more than 16 years market research experience in Asia, her leadership and research expertise will be an ongoing asset to staff and Synovate clients alike," she said.

Mrs Chang started her career with a local Korean market research agency and joined Synovate in 2000, where she headed up the Korean Healthcare research division. Following her success in healthcare, Mrs Chang moved to consumer research, where she applied her quantitative and qualitative skills to FMCG and telecommunications clients and was made global account director for a major international consumer electronics company.

Mrs Chang holds a MA in Sociology from Ehwa Women's University in Korea and has travelled extensively for work and pleasure, including spending one year with Synovate in the USA.

Contact for this press release:
Georgia McCafferty
Marketing and Communications Manager AsiaÂ
9/F Leighton Centre
77 Leighton Road
Causeway Bay
Hong Kong
Telephone: +852 2837 8277
email
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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.

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