Synovate promotes Michelle Norman to UK CEO

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5 July 2007 - LONDON â€" International market research firm Synovate has announced the promotion of Michelle Norman to CEO of its UK business.

As managing director of this key research market since 2004, Norman was responsible for the successful integration of Synovate's UK-based businesses. In just five years, Synovate UK has grown from 39 to 465 people - driven by organic growth and acquisitions.

Norman's promotion follows her recent architecture of a new strategic plan for Synovate's UK market research business, entailing major structural changes. Her key strategic goals include the relocation of all local teams to one single property in the New Year â€" a move that will further strengthen integration, communication and efficiency across the UK business.

Commenting on her appointment, Norman said, "I've been part of Synovate for the last five years and it's definitely been the most exciting period of my career. Being part of the world's most inspiring and fastest growing market research organisation makes me equally enthused about the next five years".

Synovate Global CEO, Adrian Chedore, said Norman was a natural choice for this role: "As managing director of the UK, Michelle's talent, knowledge of the research business and high-energy leadership have been instrumental in making Synovate a market leader. I look forward to her continuing success.

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About Synovate
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