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Contributed by Millward Brown
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Singapore, 16 July, 2007. Millward Brown, a global leader in brand, media and marketing communications research, today announces that its Africa Asia Pacific regional Chief Operating Officer, Adrian Gonzalez, is to relocate from Sydney to Beijing effective 3 August 2007.

Commenting on the relocation, Millward Brownâ€™s regional CEO, Travyn Rhall, said â€œChina is a key market for our clients and this move underlines the increasing priority we are placing on China. Our partnership with ACSR which began late last year, is thriving and having Adrian on the ground will add the right balance of regional support to our people and clients there. Adrian was instrumental in formulating Millward Brownâ€™s partnership with ACSR, so he knows the business and its people very well. This represents no direct change to our local management team - just more senior regional resource that will help identify further opportunities in China.â€•

Added Adrian Gonzalez: "China is mission critical for many of our global clients and itâ€™s therefore crucial that we continue to develop the strongest possible research offer to our clients there. We have truly great people in China and I look forward to supporting them in this endeavour and developing further business opportunities for Millward Brown in China.â€•

Gonzalez has been with Millward Brown since 1994. He became regional COO in 2002. Prior to that, he was CEO of Millward Brownâ€™s business in Japan, Australia and New Zealand. Gonzalez will continue as a Board Director of subsidiaries, Newspoll in Australia and Colmar Brunton in New Zealand.