TNS Media Appoints New Directors to Develop and Drive Business

Contributed by TNS
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London, UK.Â August 1 2007 â€“ TNS, a world leader in market information, today announced the appointments of Kerry Brown and Jonathan Brown as Directors of the companyâ€™s UK Media division. Both will report to Jennie Beck, Group Director of Media.Â Kerry Brown will focus on developing existing and new client relationships bringing with her 6 yearsâ€™ TV advertising experience from Channel 4; whilst Jonathan Brown will focus on developing new business and new solutions for the division.

At Channel 4, Kerry Brown was responsible for advertising sales research and worked closely with the TNS Semiometrie solution. Her extensive knowledge of TV advertising and media effectiveness will be an asset, building on the existing team expertise and adding value to client service. Kerry Brown explains the move: â€œAfter six years with Channel 4 it seems a natural progression for me to move into agency research. TNS offers me the scope to expand my exiting skills internationally and I am looking forward to embarking on what promises to be a hands-on role.â€•

Jonathan Brown joins the team from Roy Morgan in New Zealand. A recognised media research specialist, Jonathan will concentrate on exploring new business avenues for TNS Media. In addition, he will be responsible for developing new services to meet the ever changing needs of TNSâ€™ clients and the industry. Jonathan Brown commented on accepting the position with TNS â€œI thrive on business focused roles and am excited about coming back to the UK to build new opportunities with TNS.â€•

Jennie Beck, TNS Group Director of Media, said: â€œThe media landscape is shifting dramatically with developments such as video on demand and multi-platform broadcasting. The media team at TNS is going from strength to strength, with recent contract win announcements including renewing our partnership with the IPA to provide the research for the forthcoming Touchpoints study. By tapping into the experience of Jonathan and Kerry we will be able to deliver further insights to existing clients, whilst focusing on developing new relationships across the wider market place.â€•

Kerry Brown will join the team on 20th August and Jonathan on the 3rd September 2007. Both will be based with the TNS Media team at the companyâ€™s new offices in Grays Inn Road.Â