Bob Meyers Moves to a New Role Within Kantar

Contributed by Millward Brown
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Bob Meyers, currently the Chairman of the Millward Brown Group, is to become the Global CEO of Research International. He will take over from Mark Cranmer who is leaving the business. Bob will be based in Chicago and starts his new role on 1st October with the transition from Mark to be completed by the end of the year.

Earlier this year, Bob was succeeded as CEO of the Millward Brown Group by Eileen Campbell, she will assume sole charge of Millward Brown on 1st October.

Commenting on the appointment, Eric Salama, CEO of Kantar (the parent company to both Millward Brown and Research International) said:

â€œResearch International has changed for the better over the past 18 months and for that we are grateful to Mark. It is more client-centric, more entrepreneurial and delivers more consistently to its clients. Now we are going to accelerate the process of change.

Bob has demonstrated his leadership skills and ability as he steered Millward Brown to being one of the most successful companies in the industry and has the added benefit of being based in the U.S. where RIâ€™s business and brand are not as strong as they deserve to be.

Research Internationalâ€™s heritage and skills are different to Millward Brownâ€™s. They will continue to occupy different spac in the marketplace, have different cultures, add value to clients in different ways. But we want all of the Kantar businesses to share certain characteristics â€” client-centric, value adding to clients, operationally excellent, places where talent can thrive and be successful. With that in mind, Bob is in a unique position to continue the good work that Mark has started and to accelerate the changes which we have been making.

Iâ€™m delighted for us and for Bob and wish Mark every success in whatever he does.â€•

Bob Meyers said "I am delighted to become a part of one of the world's great research brands and look forward to working with a superb team to the benefit of RI clients."