Meyers to replace Cranmer as Worldwide CEO of Research International

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Contact Information

Bob Meyers (pictured) will take over as Worldwide CEO of Research International from Mark Cranmer who is leaving the business. Meyers moves from being CEO of Millward Brown. He will be based in Chicago and will take over his new role on 1st October with the transition from Mark to be completed by the end of the year.

Commenting on the appointment, Eric Salama, CEO of Kantar (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.

Having a suite of compelling products which can be used by clients globally, databases which clients can benchmark their performance against, operational and process excellence, delivering insights in compelling and engaging ways, helping clients translate great insights into sales are all things which RI aspires to for all of its clients everywhere. Bob has demonstrated his leadership skills and ability in all of these areas 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 US where RIâ€™s business and brand are not as strong as they deserve to be.

RIâ€™s heritage and skills are different to MBâ€™s. They will continue to occupy different spaces 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. And with that in mind Bob is in a unique position to continue the good work which 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 â€•I am delighted to become a part of one of the worldâ€™s great research brands and look forward to working with a superb team to the benefit of RI clients.â€•