# Synovate announces leadership changes in CEEME

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14 August 2007: NICOSIA â€" Global market research company Synovate today announced that Nicos Rossides, CEO for Central/Eastern Europe and the Middle East (CEEME), will be leaving the company on 14 September. Rossides has also played a key role in Synovate's global solutions programme, particularly within the Loyalty Practice.

"After 25 years with Synovate and its precursor in the region, this is the right time to seek new challenges," commented Rossides. "I'm very proud to have contributed to Synovate's extraordinary growth and to have done my part in reinventing the way that market research is conducted."

Kurt Thompson has been appointed the new CEO for Synovate in CEEME. He was previously Managing Director of Synovate Korea, more than doubling that market's revenues in the past five years. Thompson earlier served as Synovate's Managing Director in the Philippines. He began his market research career in 1992 with TNS in London before moving to Asia Market Intelligence (later acquired by Synovate) in 1996. Thompson will be based in Nicosia, Cyprus.

Synovate Global CEO Adrian Chedore says Thompson is taking charge of fast-changing markets promising great potential. "Kurt brings tremendous experience to his new role, thanks to his achievements in Korea and the Philippines, along with proven leadership ability and strong commercial skills. I'm confident that under Kurt's leadership, Synovate will go from strength to strength in this dynamic marketplace."

Chedore also paid tribute to Rossides, who has been working closely with Thompson for the past three months to ensure a seamless transition. "Nicos did a phenomenal job in establishing our operations in Central and Eastern Europe and consolidating our leading position in the Middle East. He leaves a legacy of strong teams in those markets that are well positioned to take advantage of the terrific opportunities ahead."

Commenting on his appointment, Thompson said: "I look forward to working with our team of 600 talented staff across 17 countries. My priority will be to further invest in the people and resources necessary to help our clients make the most of the exciting business opportunities in this part of the world."

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About Synovate
Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 5,700 staff in 118 cities across 52 countries.

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