Synovate promotes Mary Beth Lake to MarketQuest CEO

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31 July 2007: CHICAGO â€" Global market research company Synovate has announced the promotion of Mary Beth Lake to MarketQuest CEO.

MarketQuest, which evolved from Synovate's product design and development specialist division, guides clients through the entire product development process from initial concept development to pricing, packaging and ongoing performance monitoring.

As senior vice president and global director of Synovate's product design and development division since 2005, Lake was responsible for successfully integrating the business globally as well as introducing innovative new statistical approaches to provide clients with a better understanding of how their products would fare in the marketplace.

Lake began her career at Synovate eight years ago as senior study director. She has over 20 years of experience in product evaluation research, including work for a major consumer packaged goods food company where she managed multiple consumer and sensory research projects.

"Mary Beth has helped hundreds of companies realize the untapped potential of their product," said Adrian Chedore, Global CEO of Synovate. "We are thrilled that she will be spearheading our global efforts in this arena."

Contact for this press release
Jennifer Chhatlani
Vice President, Marketing & CommunicationsÂ
222 South Riverside Plaza
Chicago, IL 60606-5809
USA
Tel: +1 312 526 4368
Fax: +1 312 526 4507
Send an emailÂ

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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