# TNS Appoints Stuart Ridsdale as Head of Global PR

Contributed by TNS
Thursday, 23 August 2007

London, 24 August 2007â€“ TNS, a world leader in market information, has appointed Stuart Ridsdale as Head of Global PR. Stuart Ridsdale initially joined TNS in an international PR role in November 2006. Working across all TNS divisions internationally and in the UK, he will have overall responsibility for developing and managing TNSâ€™s global PR strategy.

Reporting to Francis Eames, TNS Group Marketing Director, Stuart Ridsdale will help create and oversee TNSâ€™s key international PR projects and help co-ordinate external PR agency relationships in key countries and regions to ensure a high level of positive media coverage for TNS. He will also be working alongside TNSâ€™s Investor Relations team and the companyâ€™s Internal Communications group.

Stuart Ridsdale has worked in PR and communications for more than 20 years and has experience in both the UK and Asia. He began his career with Paragon in London and continued his agency career in Hong Kong. While in Hong Kong, he was a founding director of Ludgate Asia, a corporate and financial public relations consultancy that later became part of Interpublic. Later, he was Corporate Communications Manager (Asia Pacific) with Galileo, the travel automation multinational.

TNS Group Marketing Director, Francis Eames, said: "Stuart brings tremendous experience in UK and international PR. TNS operates in over 70 countries working with most of the worldâ€™s most valuable brands and this is an exciting time in the groupâ€™s growth and development. Our PR activity is increasing in scope and scale around the world, with recruitment now underway to strengthen the team in London with an additional experienced PR manager to help build our international PR presence."

Â