Synovate Motoresearch adds new account service leadership in the US

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23 August 2007 - DETROIT: Synovate Motoresearch, the specialist automotive practice of top ten global market research firm Synovate, today announced the appointments of Michael Chadsey as Senior Vice President of Account Services for its Los Angeles-based operation and Linda Witulski as Vice President of Account Services for its Detroit-based operation.

Chadsey will oversee client services for automotive clients based on the West Coast. He has over 25 years of automotive research experience on both the client and agency sides, including senior management positions with other market research companies and Mazda Motor of America.

Witulski will handle account services for Synovate's Midwest and East Coast based automotive clients. She brings over 20 years of experience in client service, market segmentation, new product launches and data analysis. During her career, Witulski also has been responsible for new business development for a variety of automotive, marketing and media companies.

Synovate Motoresearch CEO Scott Miller said, "I am thrilled that Michael and Linda are joining our team. Their energy, insights and strong client service background will provide immediate and tangible results for Synovate Motoresearch and our clients."

He added, "These two senior leaders will help Synovate expand the value of a growing number of unique, high value solutions to our clients operating in North America. They join a business with more than 150 specialized automotive research experts around the globe that is experiencing exceptional growth by working closely with our clients to reinvent automotive market research in areas such as customer satisfaction through our NADA-24 joint venture, brand health, alternative fuels, advanced product evaluation and forecasting."

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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.

For more information on Synovate visit www.synovate.com.