Synovate Appoints Managing Director for Milan

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27 August 2007 - ROME: Global market research company Synovate today announced the appointment of Fabrizio Giordano as Managing Director of its office in Milan and Head of the Synovate Brand and Communications Practice in Italy.

Giordano joins Synovate after 13 years at Millward Brown, most recently as Managing Director in Brazil. He also served as European Business Development Director and Managing Director of that company's entertainment business. Giordanoâ€™s appointment brings him full circle as his first role in market research came with Isis Research, which was acquired by Synovate in 2003.

Ged Parton, Synovate CEO for Southern Europe, says Giordano will further strengthen the company's leadership team in Italy. "Fabrizio brings with him broad research expertise and strong management and client-service skills which will allow Synovate to expand its offerings across a wider range of sectors.

"With Massimo De Benedittis leading our overall Italian operation and Rossana Dell'Isola managing its qualitative side, this creates an incredibly powerful triumvirate of leadership talent that will drive our Italian business forward."

Parton added that "Fabrizio's well-honed brand and communication skills will put Synovate Italy in pole position to develop our profile and expertise in this space."

Commenting on his appointment, Giordano said: "I am really excited about this opportunity. I will concentrate my efforts on further growing Synovate's presence in the marketplace and making sure our clients get the best from us."

Giordano will report to Massimo De Benedittis, Managing Director of Synovate Italy.

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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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