Nielsen Announces Senior Leadership promotion in Nielsen Media, China

Contributed by AC Nielsen
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September 5, 2007, Shanghai: The Nielsen Company today announced the promotion of Rita Chan to the position of Executive Director, Sales and Client Service, Nielsen Media Research, The Nielsen Company, China.

In her new role, Chan will drive the Companyâ€™s Advertising Information, Audience and New Media Measurement Services in China, with continuing responsibility for Nielsen Media Researchâ€™s Client Service group. Chan will continue to report to Richard Basil-Jones, Managing Director, Nielsen Media Research Asia Pacific.

Chan is a veteran media researcher with extensive knowledge of the media market in China, having worked for The Nielsen Company for more than 25 years. Prior to her recent promotion, Chan was Director of Client Service for Nielsen Media Research China, and in 2006 she was named one of the Top 50 advertising women in China by Advertising Pointer magazine.

About The Nielsen Company
The Nielsen Company is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), business publications (Billboard, The Hollywood Reporter, Adweek), trade shows and the newspaper sector (Scarborough Research). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, www.nielsen.com.