Synovate and Jan Callebaut part ways

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ANTWERP â€" Global market research agency Synovate and Jan Callebaut, former CEO of Synovate Censydiam who has served as a part-time consultant to the company for the past four months, have mutually agreed to end their collaboration effective today.

Ged Parton, CEO of Synovate's Brand and Communication Practice, says the company is grateful to Callebaut for his contributions and wishes him well in the future. "Jan's work in adapting psychology to study consumer motivations has provided a solid foundation for the next generation of Synovate Censydiam offerings."

Parton notes that 140 new Synovate Censydiam researchers have been trained over the past nine months, with many of them based in the fast-growing markets of Asia and Central/Eastern Europe. "We will further invest in people and product development to make the rollout of new Synovate Censydiam offerings across the world a big success."

Herman Toch, CEO of Synovate Censydiam, says a key priority is enhancing the value and relevance of deliverables to clients. "Our emphasis is working with our clients to better use research findings in influencing the development and execution of their marketing strategies."

Toch points out that the company's operation in Belgium will continue to play a key global role. "As we introduce innovations worldwide, the Synovate Censydiam Institute in Antwerp will continue to drive our thought leadership in the field of psychodynamic research."

Toch adds that Synovate Censydiam has already moved beyond its traditional methods of conducting research. "Our new interactive panels and chat sessions bring the Synovate Censydiam model and thinking into the digital age. These offerings are the first in a suite of integrated online products that will give our clients fresher, quicker insights."