Synovate Appoints Global Qualitative Leaders

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11 October 2007, LONDON â€" Global market research company Synovate has announced three key leadership appointments to its Qualitative organisation.

Ged Parton, member of Synovate's Global Executive responsible for qualitative, says this area is one of the company's growth engines. "We are investing in specific initiatives and people to make our qualitative business even more successful in the future. These appointments are a key step in further strengthening our global qualitative community."

Steve Hales has been appointed Head of Clients, Global Qualitative, managing a team of global insight directors who will build relationships with key clients in the qualitative space. Hales will transition over the next two months into this new position from his current role as Synovateâ€™s Head of Research in the UK.

Sue Phillips has been named Training and Development Director, Global Qualitative, tasked with applying best practices in project management, field, moderation, analysis, interpretation and presentation. Currently based in Singapore, Phillips has also worked in the UK and Hong Kong during her 23 years as a qualitative researcher.

Steve Wolf has been named Commercial Director, Global Qualitative. In addition to driving the commercial performance of the company's Global Qualitative offer, Wolf will continue to lead Synovateâ€™s North American qualitative business from New York, as he has done for the past nine years.

Parton adds, "These new roles demonstrate our commitment to putting the development of our researchers at the heart of our qualitative offer. With talents as strong as these three global leaders, Synovate can deliver the strong multi-market consultative qualitative offering that clients want."

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