Synovate Announces New Consumer Goods Sector & Qualitative Research Lead

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23 November 2007, LONDON â€" Leading global market research firm Synovate has announced the appointment of John Coll as Head of Synovate UK's Consumer Goods group and Qualitative Research business.

Formerly Head of Key Accounts for the global Synovate Censydiam practice, which he joined a year ago, Coll has been responsible for developing country and key account relationships. Prior to joining Synovate, Coll was Strategy Director at Carat, working with clients to develop communication strategies. Coll has been in research for over 20 years, ten of which were on the client side in European and global roles with Reckitt Benckiser and Diageo.

Tasked with leading both the Consumer Goods Group and the Qualitative Research business in the UK, Coll's focus will be on business and team development.

Within the Consumer Goods Group, Coll will draw on his extensive consumer knowledge and client-side experience to ensure that a client perspective is clearly reflected in Synovate's response to the consumer, brand, market and business issues that clients face when planning future strategy in the consumer goods arena. Within the Qualitative Research area, Coll will be responsible for leading the team in the implementation of Synovate's global Qualitative strategy in the UK.

Commented Michelle Norman, Synovate UK CEO, "I am delighted that John will be leading our Consumer Goods Industry Group and our Qualitative business in the UK. The breadth of John's experience and expertise perfectly places him to lead these important divisions. He is a natural fit with the researchers in both teams and also the management team here in the UK, and will be a key contributor in driving the UK business forward."

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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 115 cities across 51 countries.

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