Synovate Malaysia expands senior leadership team

Contributed by Synovate
Monday, 26 November 2007

27 November 2007, KUALA LUMPUR â€" Global market research company Synovate today announced the appointment of Mr. Ehtasham Uddin as Director, Quantitative in Malaysia.

Mr. Uddin previously served as Group Account Director at Millward Brown China, managing quantitative research for leading international companies such as PepsiCo, Unilever, ICI Paints, Avon, Danone and Wrigley. He also worked at IMRB India and AMRB in the Middle East.

Managing Director of Synovate Malaysia, Mr. Steve Murphy said that Mr. Uddin's appointment to the Malaysia office represents part of the company's ongoing expansion strategy and the strengthening of its market position in the country.

"Our goal is to consistently deliver high quality consumer and market intelligence to all our clients, providing them direct access to the knowledge, resources and fieldwork that allows them to remain competitive. Ehtasham's extensive international experience not only represents a boost to our capabilities but a direct advantage to our clients as well," Mr Murphy said.

Mr. Uddin holds a Post Graduate Diploma in Management from IRMA and bachelors degree in Dairy Engineering from National Dairy Research Institute in India.

Contact for this press release
Varian Ignatius
Marketing & Communications Manager, Southeast Asia
Synovate Sdn BhdÂ
Tel: +603 2282 2244
DID: +603 2297 5671
email
Â
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.