TNS announces new Global Head of Brand and Communications Research

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20 December 2007, LONDON, UK: TNS, a world leader in market information, today announces the appointment of Rosie Hawkins as Global Head of Brand & Communications Research, effective January 2008.

Reporting to John Abraham, Global Head of Strategy & Innovation, Rosie was previously the Head of the Brand & Communications Research Area of Expertise in Asia Pacific, Latin America and Middle East where she built a strong presence for TNS across the region.

Rosie brings to the role in-depth experience in International brand and communications research developed over her seventeen year career across the UK, Asia Pacific, Latin America, Middle East and Africa regions. Before TNS she worked within research, brand planning and marketing at Millward Brown and Guinness Brewing, and then spent five years with specialist brand and advertising consultancy Hall & Partners. Rosie will be relocating to London for this new role within TNS.

John Abraham, Global Head of Strategy & Innovation, said: "Rosieâ€™s appointment is recognition of the quality, passion and knowledge she has brought to TNS and her strong track record in building TNSâ€™ capability in Brand and Communication in a rapidly growing region. Rosie has done a great job in the ALM territory and I know sheâ€™ll be equally successful in this Global role."