TNS Healthcare Appoints Ceri Thomas Executive Vice President of Global Accounts

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NEW YORK, NEW YORK, January 24, 2008â€"TNS Healthcare has appointed Ceri Thomas to the new position of Executive Vice President of Global Accounts. In his new role, Mr. Thomas will lead TNS Healthcareâ€™s global account organization in partnering most effectively with key pharmaceutical and biotech clients around the world. He will be responsible for expanding and strengthening customer relationships, delivering market research solutions that optimize clientsâ€™ business performance across the globe.

â€œHaving spent 18 years at Pfizer, Ceri brings a critical customersâ€™ perspective to his new position, with firsthand insight in how we can best meet the needs of our clientsâ€"and most strongly support their global success,â€• says Elaine Riddell, CEO of TNS Healthcare. â€œAn experienced international leader with deep market research and healthcare knowledge, Ceri brings the ideal mix of skills to help our clients drive continued growth and vitality for all their brands, in all their markets.â€•

â€œHaving walked in our customersâ€™ shoes, I have a full understanding of the challenges and opportunities they faceâ€"and high standards of service they require from their partners to succeed in todayâ€™s competitive market,â€• says Mr. Thomas. â€ excited that, as part of TNS Healthcare, I can draw on the resources of one of the worldâ€™s largest market research companies to give our customers the support they need to achieve, and exceed, their worldwide goals.

â€œHaving been a TNS Healthcare client, Iâ€™ve experienced its commitment to delivering on its sloganâ€"â€˜optimizing client business performance.â€™ I am proud to join an organization so focused on improving customersâ€™ market results.â€•

More than 20 Years of Pharmaceutical and Research Experience
Mr. Thomas joins TNS Healthcare after an 18 year career at Pfizer, most recently as Director Team Leader, European Brand Analytics. In that role, he led an international team of research professionals in delivering analytical, market research and competitive intelligence support to European brand teams and senior leadership.

Prior to his pan-European responsibilities, Mr. Thomas held a variety of key market research and business intelligence positions within the Pfizer UK organization. During that time, he gained experience across numerous therapeutic categories.

Mr. Thomas began his career in the pharmaceutical industry at Beecham Pharmaceuticals. Before joining Beecham, he performed post-graduate work in microbiology at the John Radcliffe Hospital in Oxford.

Mr. Thomas holds a BSc with Honors in Biology from the University of Wales Institute of Science and Technology. A well-known leader within the UK market research community, he is a member of the Market Research Society (MMRS).

About TNS Healthcareâ€¦
TNS Healthcare provides market research consulting to the worldwide pharmaceutical, biotech and medical device industries, as well as health-focused ad agencies, media and analysts. It offers globally consistent solutions and custom advisory services to support product introductions; brand, treatment and sales performance optimization; and physician and DTC promotional assessment.

Informing decisions across the life cycle, TNS Healthcare offers action-ready insights for pre-launch landscaping, market and opportunity assessment, segmentation, positioning, message and campaign creation, pricing, forecasting, attitude and awareness measurement and post-launch tracking. It delivers information across stakeholdersâ€"including physicians, patients and consumersâ€"to help companies anticipate and impact customersâ€™ behaviors. TNS Healthcare provides both qualitative and quantitative offerings, using traditional and on-line methodologies, combining worldwide reach with local expertise.

About TNSâ€¦
TNS is a global market insight and information group.

Our strategic goal is to be recognized as the global leader in delivering value-added information and insights that help our clients to make more effective decisions.

As industry thought leaders, our people deliver innovative thinking and excellent service to global organizations and local clients worldwide. We work in partnership with our clients, meeting their needs for high-quality information, analysis and foresight across our network of over 70 countries.

We are the worldâ€™s foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of Retail and Shopper Insights, Stakeholder Management, New Product Development, and Brand and Communications. We are a major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.
TNS is the sixth sense of business.