Millward Brown Strengthens Senior Mangagement in AAP

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Millward Brown, a global leader in brand, media and communications research, today announced that Adrian Gonzalez, Chief Operating Officer for Africa Asia Pacific, will add responsibility for Greater China to his current role and that Deepender Rana has been promoted to Chief Client Officer for Africa Asia Pacific (AAP).

Adrian Gonzalez, who is Chief Operating Officer for AAP, now assumes overall responsibility for Millward Brownâ€™s business in Greater China working alongside Yuxian Gao, Millward Brown-ACSRâ€™s Chairman. Adrian was the architect of the merger between Millward Brown and ACSR in 2006 and moved to the Beijing office in mid-2007 in order to better support the companyâ€™s business. Before becoming COO for AAP, Adrian was CEO of Millward Brownâ€™s then Japan, Australia and New Zealand region (JANZ).

Deepender Rana has worked at Millward Brown for nine years, most recently he was of head Millward Brownâ€™s quantitative business in Greater China which saw huge growth in mainland China during 2007. In his new role, he will be responsible for overseeing new business development and regional client management. He will become a member of the AAP board and report directly to the regional CEO, Travyn Rhall. Deepender will be based in Shanghai.

Commenting on the changes, Travyn Rhall, CEO of AAP said: â€œWe are experiencing huge growth across the AAP region in general, but China in particular which is why it is critical that we ensure we have strong leadership leadership team in place. I am absolutely delighted that both Rana and Adrian have taken on these new responsibilities, they have a deep experience of Millward Brownâ€™s business and are a great asset to the region. Their appointments mean that we can offer better support to our clients across the region. I very much look forward to working with them in their new roles.â€•