Synovate appoints new Managing Director for Hungary

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BUDAPEST â€" Leading global market research company Synovate has announced the appointment of Zoltan Bodo as Managing Director in Hungary. He replaces George Christodoulides, who has moved to Dubai to become Managing Director of Synovate Gulf.

Bodo joins Synovate from the strategic business and marketing consulting sector where he advised key FMCG / beverage brands as a Senior Management Consultant. Previously he spent five years with The Coca-Cola Company, initially as Marketing Intelligence & Strategic Planning Manager for Hungary, and then as Business Intelligence Manager for Central Europe.

Embarking on his career in social and market research in 1992, Bodo worked for non-governmental and media organisations before going to AC Nielsen, where he gained extensive experience handling key local and international FMCG, tobacco and financial service accounts.

In addition to his Synovate role, Bodo is teaching MBA courses in Marketing Research and Consumer Behaviour at CEU Business School, one of the leading regional business educational institutions.

Kurt Thompson, Synovate CEO for Central/Eastern Europe and the Middle East, says Bodo's appointment strengthens the local business. "Zoltan is a talented manager combining a wealth of marketing research experience, extensive client side business knowledge, and consulting expertise."

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