Mick Gordon Appointed MD Synovate India

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Leading global market research company Synovate today announced the appointment of Mick Gordon as managing director for India. He is currently head of business services for Synovate in the United Kingdom and will assume his new role from September 2008.

Based in Mumbai and reporting to Synovate's CEO for South Asia, Tim Balbirnie, Mr Mick Gordon will have overall management responsibility for Synovate offices and operations in India. One of his first tasks will be to develop and implement a comprehensive five-year business plan to optimise growth in this high potential market.

Mr Balbirnie said: "India is a priority market for Synovate and Mick's appointment bolsters an already-strong senior management team. By adding Mick's experience and leadership to the team, we now have rock solid credentials in operations, client relations and research across the team."

Mr Gordon brings with him rich experience in managing IT, Legal, Quality Systems, Administrative Support and facilities including acquisitions and offshore business reviews, giving him a broad set of expertise to bring to the role in India.

"I have met the top team of Synovate India and I'm impressed. I'm very much looking forward to working with them to ensure our clients get the highest level of service, benefiting from our local expertise and global outlook," said Mr Gordon.

Mr Gordon embarked on a market research career in 1996 when he joined Sample Surveys in Kent, UK. He was finance director of Sample Surveys when it was acquired by Synovate (a sale in which he was instrumental). He became finance director at Synovate and later became head of business services, as well as leading the Consumer Services account group.

Meanwhile, Paru Minocha who has been ably overseeing the India business for the past nine months remains executive director and will now manage the research side of the business focusing on her core talents of people management, client development and service.

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