TNS Healthcare Appoints Christine Corner Head of Client Service for Its UK International Business

Contributed by TNS Healthcare
Wednesday, 30 July 2008
Last Updated Sunday, 04 January 2009

July 30th 2008 - New York

TNS Healthcare has named Christine Corner as Head of Client Service for its UK International (UKI) division.

In her new role, Ms. Corner will partner with major pharmaceutical and biotech companies, creating and implementing multi-country research programs that support the most effective global and local business decisions. Leveraging her 15+ years of healthcare research consulting experience, she will work with customers to align TNSâ€™s performance optimization solutions with their business goals, ensuring the strongest outcomes for their brands and the highest return on their market research investment.

â€œWe are thrilled to have Christine as part of the TNS Healthcare team, bringing our clients the benefit of her creativity and expertise in solving both business and operational challenges,â€• says Mark Duckham, Managing Director of UKI. â€œWith her knowledge across multiple therapy areas, her domestic and international research experience and her background in both the client and agency arenas, she brings a unique mix of critical skills to her new role, ensuring she can help customers achieve the best results, for every brand and in every market.â€•

â€œHaving spent time at TNS during the early part of my career, I am excited to be back in a company I know offers a culture of innovation, service and commitment to excellence, ensuring I can give my customers the greatest support and smartest insights for driving their business forward,â€• says Ms. Corner. â€œThe TNS visionâ€”with its focus on optimizing client performanceâ€”perfectly complements my goal of helping customers realize the highest levels of success.â€•

A History of Strong Industry, Business and Research Experience

Ms. Corner comes to TNS Healthcare from Genactis Ltd. London, where she served as Managing Director, leading the research and business development teams, as well as the Qualitative Center of Excellence. Prior to joining Genactis, she was the Joint MD and Head of European Business Development for NOP World Health, responsible for driving NOP Worldâ€™s global strategy in Europe.

Before NOP World Health, Ms. Corner was Managing Director for Strategic Marketing Corporation (SMC) in London. She came to SMC from Silver Fern Research, where she was appointed Research and Account Director. It was at Silver Fern that Ms. Corner began to gain her industry-wide reputation as an expert in communication research.
Ms. Corner joined Silver Fern from Taylor Nelson Sofres. During her initial term at TNS, she was Associate Director, working on projects to support both OTC and ethical pharmaceutical business. She also has served market research roles at BMJ Publishing and RDA Strategic Marketing Consulting, as well as managed her own freelance/contract researcher business.