Synovate Boosts Qualitative Research Team In South Asia

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Leading global research firm, Synovate, today announced the appointment of Gordon Milne as the new head of its Qualitative research business in South Asia.

Gordon will join the firm as Executive Director, Qualitative on 10 November 2008 and will be based in Bangkok. He will report directly to the CEO, South Asia, Tim Balbirnie.

Mr Balbirnie said the company's Qualitative offering accounts for a substantial part of the South Asia business.

"Our Qualitative team is very well respected across South Asia, and well beyond, and generates significant business for us. Gordon's appointment sharpens our focus on this part of our business. His background and personality make him just the right person to guide our Qualitative offering to even greater heights and prominence in our business mix," he said.

Gordon will focus his efforts on Synovate's South Asia strategic unit, which includes Thailand, Malaysia, Singapore, Indonesia, the Philippines and India.

His role will include helping the already well-established team to grow and develop the Qualitative business; working directly with key clients; leading training and development for staff; and working with Synovate's Global Qualitative team on new developments and initiatives.

Gordon said: "I'm delighted to be joining Synovate as I have long admired the company's brand and, specifically, its qualitative philosophy and culture.

"I'm eager to work with my new colleagues around the region and help them to continue to deliver first class work to our clients."

Scottish by birth, Gordon has now been in Asia for 14 years. Over the course of his career, Gordon has held qualitative roles of increasing seniority in the United Kingdom, the United Arab Emirates, China, Vietnam and Thailand.

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