Finn Raben Announced As ESOMAR Director General

Contributed by Esomar
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Finn Raben joined ESOMAR, the world organization for opinion and marketing research, as the new Director General on October 5th 2009.

Raben comes to ESOMAR from Synovate, having spent most of his career in the market research industry.

Gunilla Broadbent, President of ESOMAR says of the appointment,
â€œI am delighted to announce Finn Raben as the new Director General of ESOMAR. Finn has a wealth of experience in research, managing global client relationships and running businesses. He is a market researcher, strategist, pragmatist and linguist with a highly international outlook and I know his impressive combination of skills and experience will have a positive impact on us all at ESOMAR.â€•

Finn Raben is an Irishman who was born in the Far East and grew up in Europe and the Middle East.

He went to university in the Netherlands and Ireland, is an Honours graduate in Languages, with Post-Graduate degrees in Business Administration & Marketing Management and speaks four languages fluently.

He has spent most of his working career in Market Research.

Rabenâ€™s career started at Millward Brown IMS in Dublin, followed by AC Nielsen. At TNS, he firstly turned around the ailing Irish business, and subsequently instigated the Global Accounts programme, working with a number of major global clients, including Procter & Gamble, McDonaldâ€™s and Microsoft as Global Director of Planning and Coordination for Key Accounts.

Most recently at Synovate, Finn was CEO of Southern Europe where he was responsible for integrating and harmonizing the many companies acquired in the region, into the Synovate offering.

Raben and his family will be based in Amsterdam.

About Esomar
Esomar is the world organization for enabling better research into markets, consumers and societies.

With 5,000 members in 100 countries, ESOMARâ€™s aim is to promote the value of market and opinion research in illuminating real issues and bringing about effective decision-making.

For more information on ESOMAR, please visit www.esomar.org .

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