The Nielsen Company Announces Senior Appointment In Hong Kong

Contributed by Nielsen
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Eva Leung appointed Executive Director, Retail Measurement, Hong Kong

The Nielsen Company today announced the appointment of Eva Leung to the position of Executive Director, Retail Measurement, Hong Kong.

Eva was promoted to her new role from her previous position as Director, Client Service, Retail Measurement, Hong Kong, replacing Angel Young who has moved to a regional role within The Nielsen Company.

Eva has over 11 years of experience in Retail tracking.

Over the past 10 years with Nielsen, she has progressed well in the company with her proven track record. Throughout her time, Eva has developed strong relationships with clients and has demonstrated effective leadership skill.

She has led the team through being very client-centric, open to new ideas and utilizing the best Nielsen capabilities to address client needs, which is critical for The Nielsen Company to develop innovative integrated solutions for clientsâ€™ long-term sustainable success in their business.

In her new role, Eva will be accountable for driving The Nielsen Companyâ€™s retail measurement business in Hong Kong and will take the lead to drive product innovation as in to provide clients with simple, open and integrated business solutions by enhancing the data granularity as well as the product and channel coverage.

Eva will also be responsible for improving the data delivery format so as to facilitate information usage, providing clients with a deeper understanding of the retail market along with insightful solutions to address their business needs.

Eva will also explore new business opportunities through new services development and geographical expansion.

Eva is a graduate of the Hong Kong University of Science and Technology.

About The Nielsen Company
The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek).

The privately held company is active in more than 100 countries, with headquarters in New York, USA.

For more information, please visit, www.nielsen.com.

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