Former TNS-Research International Heavyweight Joins Simpson Carpenter To Head Up TMT Division

Contributed by Simpson Carpenter
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Simpson Carpenter today announces that Mike Stevens, former Managing Director of TNS-Research Internationalâ€™s Business Services Division has joined the company as Director of Telecommunications Research. Â

Stevens, who held a position on TNS-RIâ€™s UK agency board, will have responsibility for overseeing Simpson Carpenterâ€™ technology, media and telecoms (TMT) activities and strengthening the companyâ€™s position in this market.

The move is the first in a series of high level appointments that will see Simpson Carpenter adding a number of established industry figures to its senior team.

Whilst at TNS-RI Stevens oversaw financial services, travel and tourism and business-to-business research and also held the role of Global Account Director for Vodafone. Â

A seasoned researcher, Stevens is well known as a leading figure in telecommunications research. He brings extensive experience of running complex multinational research programmes to Simpson Carpenter together with deep technology, media and telecoms expertise. Â

Stevens brings more than 15 years research and management experience to the board at Simpson Carpenter.

He will lead a major push to consolidate and develop the companyâ€™s position in the TMT sector with significant growth targeted for 2010 and beyond.

Tom Simpson, Co-Founder and Managing Director of Simpson Carpenter said,
â€œMike is extremely well-regarded by major clients in this sector and we are naturally delighted to be able to add such a big hitter to our executive team.Â His unrivalled knowledge of TMT research and extensive contacts in the industry will be invaluable as we continue to grow our telecoms business. Â

Stevens said
â€œSimpson Carpenter has long been admired for its work in the TMT sector and I am delighted to be joining such a distinguished team.Â We have great ambitions for growth in 2010 and I am excited by the opportunity to help the company build on its existing strong portfolio of telecoms and media clients. Simpson Carpenter has a great mix of skills in both qualitative and quantitative research which Iâ€™m sure will have wide appeal to clients in the TMT sector.Â I am relishing the chance to establish the company as the definitive research partner for TMT clients both in the UK and further afield.â€•

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