TNS Boosts Thought Leadership Expertise, With The Appointment Of Jan Hofmeyr To Senior Global Role

Contributed by TNS
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TNS, the worldâ€™s largest custom research company, today announced that Jan (Jannie) Hofmeyr will join the company in a senior global thought leadership role. Jannie leaves his current role at Synovate to take up his new position on the 1st December 2011. He will continue to be based in Cape Town and will report to TNS CEO, Eric Salama.

In this new role, Hofmeyr will be responsible for building TNSâ€™s approach to behaviour change and embedding this in every part of the TNS offer, enabling clients to change the behaviour of their consumers and customers.

A key element of his role will be to innovate around TNSâ€™s Conversion Model thinking; Jannie will also be involved in developing and creating behaviour change expertise around the world and advising key client accounts.Â Â

â€œIâ€™m thrilled that Jannie is joining TNS. We recognise the importance of applying behaviour change thinking across our brand, stakeholder and social and political offers and there is no one better than Jannie to accelerate our thinking and help our clients to achieve their goals,â€• said Eric Salama, TNS CEO. He continued, â€œJannie is an extremely rare talent, combining outstanding thought leadership with a commercial and entrepreneurial approach.Â He has rejoined TNS in this new role to make Conversion Model thinking a much more significant part of our offer.â€•

â€œIâ€™ve had some great years at Synovate. However TNS has offered me an unrivalled opportunity to take marketing research forward and develop strategies that help clients to build their businesses,â€• said Jan Hofmeyr. He continued, â€œThe research resources of TNS â€“ and the broader Kantar Group â€“ are unsurpassed. This is an exciting new role.â€•

About Jan Hofmeyr
Jan Hofmeyr joined Synovate in 2006 and became a member of the executive board in 2010. He was responsible for developing their brand equity and customer loyalty offers.Â Prior to that he invented the Conversion Modelâ„¢, ran the Customer Equity Company (which was sold to TNS in 2000), and was a senior political advisor for the African National Congress during and after the first democratic elections in South Africa.Â He is the co-author (with Butch Rice) of Commitment Led Marketing and the author of numerous, award-winning papers on brand equity.

About TNS
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About Kantar
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