Pulse Appoints Singapore Lead

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Wiryadi Hamidon returns to Pulse after sabbatical

Pulse Group PLC has re-appointed Wiryadi Hamidon to take the lead in propelling the digital research agency towards greater success in the Singapore market. He will head client development and government liaisons from Pulseâ€™s Singapore offices.

Wiryadi brings with him over 10 years of extensive experience across multiple sectors and disciplines, mainly in Asia, from government agencies to small and large multinationals. As a researcher, he has been responsible for both small and large project teams, and for growing and maintaining long term relationships with local and regional clients.

Bob Chua, CEO of Pulse commented
â€œItâ€™s nice to have Yadi return to us at Pulse after his short sabbatical. We appreciate the fresh insights his experience will bring to our Singapore business, as well as to our Pulse clients across the board. Yadi truly understands how to turn data into insights, which is our core philosophy.â€•

Prior to joining Pulse Group PLC, Wiryadi was a management work redesign consultant at a Singapore government-linked organisation, developing strategic research frameworks such as an employee customer satisfaction survey index and an employee motivation index. A graduate in Marketing & Organisation Behaviour, he started his market research career with Consumer Probe Singapore where he honed his skills in both qualitative and quantitative research.

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