TNS Strengthens Qualitative Practice With Key Regional Hire

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TNS has announced the appointment of Radhecka Roy as regional qualitative client leader, APAC. Radhecka, who rejoins TNS from Synovate, takes up this new role in July and will work closely with Rebecca Wynberg, global CEO of qualitative.

Radhecka, based in Singapore, is rejoining TNS - having previously been in charge of qualitative research for TNS India â€“ to lead key client relationships and projects in the region, bringing her extensive experience to TNSâ€™s qualitative practice.

â€œQualitative is at the heart of many of our best client relationships and the key to our future, which is why making sure we have the best people on board is essential. Radheckaâ€™s credentials and experience are second to none and she is an excellent choice for TNS. I look forward to working with her to deliver insightful and inspirational qualitative insights that enable our clients to grow,â€• said Wynberg.

Radheckaâ€™sÂ 20 year career has spanned a wide range of research including branding, social and FMCG. She has pioneered studies on consumer insights research in India and has worked extensively on product development and innovation.

As well as TNS, Radhecka has also worked for IMRB International, Tebbutt Research and Synovate across numerous sectors including health, Internet and technology, education, employee/customer satisfaction and mobile. Her international reach has included client projects in India, South Asia, Pacific Islands, Taiwan, and South-East Asia.

â€œTNS has a fantastic qualitative offering and Iâ€™m really looking forward to rejoining the company and contributing to the exciting qualitative vision.â€• said Radhecka.

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