Lowden Announces Future Strategy at TNS

Contributed by TNS
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LONDON, January 30, 2006 â€“ TNS, a leading global provider of market information, has today announced its future strategy focused on delivering business insights to clients.Â Speaking at TNSâ€™ annual global management conference in Lisbon, new Chief Executive David Lowden said the strategy will mean organisational changes for the company to deliver an improved service for clients.

LOWDEN ANNOUNCES FUTURE STRATEGY TO FURTHER STRENGTHEN TNS CLIENT SERVICES

LONDON, January 30, 2006 â€“ TNS, a leading global provider of market information, has today announced its future strategy focused on delivering business insights to clients.Â Speaking at TNSâ€™ annual global management conference in Lisbon, new Chief Executive David Lowden said the strategy will mean organisational changes for the company to deliver an improved service for clients.

Lowdenâ€™s approach involves strengthening TNSâ€™ service offering around four core principles: client orientation; service excellence and cost efficiency; expertise and innovation; and people development.Â These will be implemented through changes to global and regional business sectors â€“ in both cases, driving towards stronger global partnerships, shared objectives and best practice to provide clients with added-value business insights.

David Lowden said: â€œTNS recognises the increasingly complex needs of its global clients and sectors â€“ and the value that TNS can deliver through its leading international network and partnerships.Â For the next five years, the priority is client service â€“ and we are making organisational changes to drive this.Â For the TNS global network, this means building global partnership account teams, developing an international project management group and launching a strategy focused on innovation, which is reflected in the appointment of Pedro Ros as Managing Director - Global Clients and Sectors within the TNS custom business.Â Across the TNS network, the newly formed Consumer sector will be headed up by Stephen Factor, whilst Mike Penford will take on the new role of Director for Global Sales and Development.

â€œOur regional custom business remains a major priority area within the company and will be organised around three regions: North America, Europe and three sub regions within Asia Pacific, Latin America and the Middle East and Africa (AP, LA, MEA).Â Bruno Hoetzel will take on the new role of Managing Director, Europe while Jamie Hall will have the responsibility for leading AP, LA, MEA, markets with significant growth potential.Â As part of these changes, Trevor Richards becomes Managing Director of TNSâ€™ UK and Ireland custom business.

â€œWe remain committed to build upon our successful syndicated services through Worldpanel, offering clients insight and understanding into consumer purchasing and usage behaviour through our global consumer panels.Â We will pursue advertising monitoring opportunities through our Media Intelligence sector and will continue to invest in added value services in news monitoring and media planning in major markets around the world.Â Through our Television and Radio Audience Measurement sector, we will build upon opportunities provided by the expansion of digital broadcasting.â€•

Lowden concludes: â€œThese key appointments will significantly benefit the TNS Group to strengthen client service.Â I am confident that our new organisational structure will help drive us towards our goal of being recognised as market informationâ€™s global leader in delivering value added information and insights that help our clients make more effective business decisions.â€•Â

About TNS TNS is a market information group. We are the worldâ€™s largest custom research company and a leading provider of social and political polling. We are also a major supplier of consumer panel, TV audience measurement and media intelligence services.

TNS operates a global network spanning 70 countries and employs over 13,000 people. We provide market information and measurement, together with insights and analysis, to local and multinational organisations.

We combine our specialist sector knowledge with expertise in the areas of new product development, motivational research, brand and advertising research and stakeholder management to bring our clients up-to-the minute, internationally consistent information.

We think differently to help our clients build competitive advantage, making TNS the sixth sense of business.

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