Tim Willke, Former BASES + Nielsen Key Executive, Joins PRS

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Perception Research Services International (PRS), the global leader in packaging and shopper research, today announced that Timothy Willke has joined the company as an Executive Vice President. Â

Willke, who has a proven track record in executive leadership covering a wide range of functions including innovation forecasting, global brand research and consumer insights, joins from The Nielsen Company, and will report to Scott Young, President of Perception Research Services.

Willke spent most of his career with BASES, starting as an analyst and eventually leading BASESâ€™ European business from 2002 to 2006 as an ex-pat based in Belgium.

Willke went on to lead BASES North American business until 2007, and was Global President from 2007 - 2009.Â For the last 3 years, Willke led all aspects of Nielsenâ€™s business with Colgate-Palmolive on a global basis.

â€œIâ€™m excited to join PRS, the gold standard in packaging and in-store research,â€• said Tim Willke. â€œI believe in PRSâ help marketers â€œwin at retailâ€• around the world and look forward to building on that success.â€•
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"We are thrilled to have Tim join our Leadership team at PRS. Tim's global experience and in-depth expertise in innovation forecasting at BASES are directly relevant to our business, as is his proven commitment to thought leadership and client service. I'm confident that Tim will help PRS to fulfill our commitment to continually innovate and improve," stated Scott Young, President of PRS.

Tim Willke earned a Bachelor of Arts in History from Yale University in New Haven, Connecticut.Â He resides in Mountain Lakes, New Jersey.

About PRS
For more information visit www.prsresearch.com

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