

TNS Adds A Further Senior Hire To Global Qual Line-up

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Lyn McGregor joins TNS in new global role

Leading research consultancy TNS, today announced the appointment of Lyn McGregor as Chief Client Service Director, for TNS's global Qualitative practice, reporting to Rebecca Wynberg, CEO TNS Qualitative. Lyn joins TNS from Flamingo, where she most recently served as Group Strategy Director, having previously held the role of CEO at Flamingo, North America.

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Commenting on the hire, Rebecca said, "I am delighted that Lyn is joining the team. She is very highly regarded in our industry, known for her leadership skills and ability to drive results. Lyn's input to our global team will be vital in helping us to achieve our goals of building a market leading global qualitative business."

In this new role Lyn will be responsible for building a client service structure to ensure TNS delivers a consistently high service to clients across the globe.

Lyn commented,

"I am incredibly excited to be joining TNS" Rebecca and her team share a commitment to reinvigorating the qualitative industry which is highly motivating and inspiring. I am looking forward to playing a key role in ensuring we deliver outstanding results to all TNS clients."

Lyn's appointment further reflects Rebecca's goal of bringing together some of the world's most experienced qualitative researchers to reinvigorate qualitative research in TNS and set a new standard for the industry.

Senior hires this year have included: William Landell-Mills, former Head of Censydiam Qualitative at Ipsos Marketing, who joined in September as Global Research Director; Radeckha Roy, who brings her extensive experience to the role of qualitative leader for Unilever in Asia Pacific; and Arnie Miller, who joined to head up the qualitative team in Africa and the Middle East.

Lyn joins TNS on the 1st November 2012 and will be based in London.

About TNS

Please visit www.tnsglobal.com for more information

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