Research International announces management changes in Hong Kong

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Tye comments on his new role â€•This is an exciting time for me personally and Research International. Our regional business has grown significantly in the last two years and we aim to build on this in 2006. We have developed operational efficiencies and built the skills of a stable client team, which have helped drive growth.â€•

Tye has worked as a Director in the Hong Kong office since April 2004, when he led the quantitative team. Tye has over 10 years of marketing and research experience and has worked in IT, Consumer Electronics, FMCG, Fashion Retail, and Automotive. He has experience in branding, advertising tracking, brand positioning, customer satisfaction, consumer segmentation, distribution, channel development and product testing research.

Munroâ€™s new position is to create and implement a business strategy of strong, long-term client relationships. Clients will benefit by receiving even more co-ordination and support for their business with Research International in Asia Pacific.

Munro has lived and worked in Sydney, Jakarta, Singapore and Taipei, in addition to Hong Kong where he has been since June 2004. His main experience has been gained in ad and brand tracking; brand re/positioning; product development/testing/ launch; ad pre and post testing; and communication development.

These changes are effective immediatelyÂ