Toluna Continues Expansion With Senior Appointment and New Offices

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Toluna one of the worldâ€™s leading panel and survey providers, announced today their further expansion across the APAC with the opening of a Singapore office and the appointment of Julie dePontbriand as director.

Toluna will be offering a number of its pioneering market research technologies to the APAC market, including the already successful PanelPortalâ„¢ Online Community product, which has been adopted by clients such as The City of Ryde.

dePontbriand, who oversaw the opening of Tolunaâ€™s APAC headquarters in Hong Kong three years ago, will take responsibility for the companyâ€™s expansion in the region. She brings over six yearsâ€™ experience gained at Toluna, and wi lead the operation in this fast-growth region. Prior to this, dePontbriand was a key figure in Tolunaâ€™s expansion into Hong Kong in the position of Director, Greater China and Southeast Asia, where she was chiefly responsible for the companyâ€™s growth in Greater China and Southeast Asia.

dePontbriand is supported by Juniper Posadas, who comes to Toluna with 5 yearsâ€™ experience gained at Millward Brown in Singapore and Manila.

Meanwhile, Tolunaâ€™s Hong Kong office will be moving locations from Sheung Wan to Central. Leading this move is Managing Director, APAC, James Rogers, who will continue to drive the growth of the business in the region.

Commenting on the changes, Rogers said: â€œI am delighted to announce the opening of our office in Singapore, which is testament to Tolunaâ€™s dedication to the success and growth of business across the APAC region. Julie has a wealth of market research and online experience, and is a great asset to Toluna. Our Singapore and Hong Kong offices are well placed to support our clients in the evolution of online research in the APAC region as these markets continue to embrace digital technology.â€•

The Singapore office is the latest in a series of new office openings across the APAC region, including Hong Kong, Australia, India and Japan.
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