TNS Strengthens Marketing Effectiveness in Asia Pacific

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Global research consultancy TNS recently announced the appointment of ZoÃ« Lawrence to the new post of Regional Director, Marketing & Communications for Asia Pacific. In this role, Zoe will be responsible for delivering a high-impact marketing strategy across the region and report to Chris Riquier, CEO Asia Pacific.Â

ZoÃ« steps into the role from her current position as Global Director, Brand & Corporate Communications for TNS, where she has led the development and delivery of the companyâ€™s thought leadership, PR and internal communications strategy globally. Chris Riquier, CEO, Asia Pacific said, â€œZoe will bring to TNS Asia Pacific the level of marketing capability that previously only our clients have enjoyed.Â Her experience will help TNS reinforce its position as the largest custom research agency in Asia Pacific.â€• Commenting on her new role, ZoÃ« said, â€œTNS in Asia Pacific has a fantastic energy and dynamism. We have a great opportunity in the region and I am incredibly excited to be leading our efforts to increase understanding of our expertise in the market.â€• Zoe joined TNS in 2010 as Head of Influencer Marketing. Prior to that she was with Hill + Knowlton Strategies for over seven years, leading international programmes for clients in the media and technology sectors. Earlier in her career, she worked in advertising and B2B marketing, both agency and client-side.Â This is the latest in a series of senior level hires for TNS in Asia Pacific and demonstrates the companyâ€™s commitment to the region. Recent appointments include Vishy Rajagopal S. as Regional Director, Operations; Jacqui von Hirschberg, as Regional Director, Clients; and Mandy Tam as Regional Director, Business Development. Zoe takes up her new role on 1 March 2014, and will be based in Singapore.For more information please visit: www.tnsglobal.com | @tns_global Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group