TNS UK Announce Sunando Das As New Head Of Marketing Science

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TNS UK is pleased to announce that Sunando Das has been appointed as the new head of Marketing Science. Sunando will take up his new role on 3rd March and replaces Ian Brace who retires at the end of April.

Sunando joins TNS UK from Ipsos, where he held the role of Global Chief Research Officer (Market Understanding Practice). Sunando also spent five years at Research International from 2002-2007, including a year as Global Director for Brand Experience and a period leading the Marketing Science Centre for Asia. The Marketing Science department is an expert team of quantitative researchers and statisticians. The team specialise in advanced analytical techniques. Commenting on Sunando's appointment, UK Board Director Phil Sutcliffe said, "I know Sunando well from his time at Research International. He is highly intelligent, has a strong track record of methodological innovation and backs this up with a strong commercial focus. Sunando's appointment will further strengthen our capabilities in the area of new data analytics. He was the stand-out candidate during the recruitment process to replace Ian, and I'm very pleased he has agreed to join us."For more information please visit: http://www.tnsglobal.com/uk | @tns_global