

TNS strengthens its global Qualitative practice with a series of senior appointments

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Global research consultancy TNS, today announced three new senior appointments to its Qualitative practice under the leadership of Rebecca Wynberg, CEO TNS Qualitative.

Sarah Morris has been appointed Head of TNS Qualitative, UK, bringing over 20 years' experience in brand, communications and customer research, and a successful track-record in building and empowering teams to develop strong client relationships and deliver high quality work. Sarah joins from Opinion Leader where she served as Board Director, having previously held the roles of Managing Director, Europe at Nunwood and Group Account Director at Millward Brown.

Jo Storry has joined TNS as Head of TNS Qualitative, China, relocating to Shanghai from London to lead a strong team of talented researchers and execute projects for key clients. Jo brings with her a wealth of expertise, having founded her own international qualitative consultancy 14 years ago. She is an accomplished researcher, mentor and business leader, having previously set up the qualitative division of CM Research in Australia as well as the international qualitative department of Hall & Partners in the UK.

Completing this recent series of strategic appointments, William O'Connor moved to Toronto from the UK last month to take on the role of Head of TNS Qualitative, Canada. William brings strong expertise in qualitative research and sharp commercial acumen, having previously headed the research department at NatCen, a UK social research agency. William has also worked as a freelance research consultant, to deliver compelling qualitative insights in the public and third sector and to build capacity and skills in qualitative research and business development.

Commenting on these appointments, Rebecca said, "I am delighted to welcome these highly experienced researchers and business leaders to TNS Qualitative. Our objective is to create an environment for qualitative expertise to flourish so that we can deliver world-class research excellence to our clients across all our markets. I strongly believe that Sarah, Jo and William will be instrumental in helping us achieve our ambition."