

BDRC Group expands to Jakarta and makes two senior appointments to its Asian management team

Contributed by BDRC Group
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BDRC Group, the London headquartered research group, today announced the opening of an office in Jakarta, Indonesia. At the same time the firm confirmed details of new appointments to its senior management team in Asia.

BDRC Asia Indonesia will be based in the central business district of Jakarta, where its newly equipped office will house a state-of-the-art viewing studio. With existing operations in Singapore, Beijing and Sydney, this will be the Group's fourth office in the Asia Pacific region (www.bdrc-asia.com).

Piers Lee, who now heads both the Singapore and Indonesia offices for the BDRC Group, comments: "I have personally undertaken research in Indonesia for 10 years and can see a great fit between clients' needs in this rapidly developing market and the rigorous insight proposition for which BDRC is noted."

BDRC Asia Indonesia will focus on consumer goods and financial services research among Indonesian and multi-national clients, but will also be looking at opportunities in retail, food and beverages, B2B, and media - all sectors the company has developed successfully in Singapore.

This expansion is accompanied by the following senior staff appointments: Anthony Dobson joins as Director at BDRC Asia in Singapore to spearhead business development across the region, with a focus in the media, entertainment and cultural sectors. His previous roles include with Discovery Communications, in Singapore and the US, where he was SVP, Corporate Marketing & Insights; with Turner Broadcasting, in Hong Kong, as Regional Research Director; and as Managing Partner of Fusion Research & Analytics in London.

Shawn Roy has been appointed as Regional Head of Qualitative Research at BDRC Asia. Shawn has worked for IMRB, TNS and Nielsen and also for the JWT Group in advertising strategic planning. His experience spans India, Indonesia and Singapore, with particular experience in NPD and innovation research, concept development and positioning, and consumer trends. Shawn will be expanding the qualitative practice for BDRC Asia's various offices across the region.

Dr Cris Tarrant CEO of the BDRC Group said: "These senior appointments take BDRC Asia to the next level, adding new skills and category expertise to our portfolio, and coupled with our expansion into Indonesia demonstrate our commitment to being a significant player in the Asia Pacific region."