

TNS announces a new managing director for TNS in Thailand

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TNS has today announced a senior appointment to its leadership team in South East Asia. Dr Arpatat (Nokki) Boonrod will join TNS Thailand as Managing Director, reporting to Chris Riquier, TNS CEO Asia Pacific. Nokki joins TNS from InsightAsia Research Group, Thailand where she has held the position of Managing Director since 2011. Nokki brings a robust research and marketing background to her new role – in addition to her commercial experience she has lectured extensively in marketing, appears as a columnist in marketing magazines and is a regular speaker at industry events.

Commenting on this appointment, Chris said, “Nokki impressed us immensely with her client-centric approach and focus on building strong, committed teams. She has demonstrated an impressive skillset and attitude that convinced us she is the right person to nurture both our talent and our business in Thailand.”

Nokki joins TNS Thailand in September 2014 and replaces Khalid Khan.