

TNS announces new Managing Director for qualitative practice in Asia Pacific

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Global research consultancy TNS has today announced the appointment of Serena Jacob as Managing Director for TNS Qualitative in Asia Pacific.

In her new role, Serena will be responsible for further strengthening TNS's qualitative capabilities across Asia Pacific and working closely with senior qualitative practitioners, country MDs and client leaders to deliver transformative thinking to clients.

Serena has over 25 years' experience working in qualitative research and consultancy across the region. She joins TNS from research agency Face, where was Head of the Singapore office. Prior to this she worked at InsightAsia Research Group as Regional Qualitative Director.

Chris Riquier, CEO TNS Asia Pacific, said: "I am thrilled that Serena is joining TNS, bringing with her not only a wealth of experience in research and consultancy, but also outstanding business leadership skills and huge amounts of energy to uncover new opportunities for our clients."

"TNS has built very strong qualitative capabilities in Asia and Serena's appointment will enable us to give more of our clients access to this expertise in support of their decision-making."

Commenting on her new role, Serena said: "It's fantastic to be joining such a dynamic and ambitious team at TNS in Asia Pacific. I am very much looking forward to working with other qualitative practitioners both globally and across the region to strengthen our capabilities and bring fresh, world-class thinking to TNS's clients."

Serena will join TNS on 2 January and will be based in Singapore.