

# Incite appoints Millward Brown executive Jason Spencer as Shanghai MD

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MRS and AURA awards winner continues international expansion

Incite, the market research consultancy, has today announced the appointment of a new Managing Director of their latest office in Shanghai, China. Jason Spencer, currently Millward Brown's MD in the city, will join as MD of Incite Shanghai from 1 February 2015.

Jason will be responsible for growing a consulting team to service Incite's many local and international clients. A Mandarin speaker with 14 years' experience in Shanghai, Jason's twelve-year stint at Millward Brown has seen the local business grow fourfold.

Matthew Froggatt, head of Incite globally, comments: "We're delighted that Jason has taken on this exciting new challenge. His local market knowledge and hands-on experience of serving Chinese clients will be invaluable to building our presence in a region where clients' needs for smart insights from senior practitioners has never been greater. Our business is built around great people doing great work for great clients: Jason will help us deliver on all these dimensions."

The Shanghai office represents the next step of an expansion that has seen successful offices established in both New York and Singapore in the past two years.

Incite was recently honoured by the industry with its AURA award for "Best Use of Commercial Acumen", and recognised as MRS Best Agency 2013 for agencies under £20m.