

TNS appoints Anjali Puri as Global Head of its Qualitative practice

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Global research consultancy TNS today announces new leadership for its global Qualitative team with the promotion of Anjali Puri to Global Head of TNS Qualitative. Rebecca Wynberg, who has served as CEO of TNS's Qualitative practice for the past three years, will move to a non-executive position as Chair of TNS Qualitative.

Commenting on Anjali's appointment, Rebecca Wynberg said:

“There isn't anyone better placed than Anjali to take over the leadership of our global Qualitative practice. Anjali is very highly regarded in our industry globally, known for her contemporary thinking in qualitative research and her ability to deliver high-quality insights to our clients who are facing increasingly complex challenges. I look forward to continuing to work with Anjali on the vision and strategy for our practice.”

Formerly Head of TNS's Qualitative Centre of Excellence, Anjali has also previously held the position of Managing Director for the Qualitative practice in Asia Pacific. In her new role, she will report to Jonathan Chocqueel-Mangan, TNS Director of Strategy and Transformation, and have overall responsibility for the culture, offer development and thought leadership of TNS's Qualitative business.

Anjali commented:

“Rebecca has done a tremendous job at raising the profile, quality and stature of our qualitative business in the organisation. She has brought together some of the world's most talented qualitative practitioners, and I am thrilled to be working with such talented and inspiring people to deliver outstanding results to our clients.”

Anjali is a frequent presenter at ESOMAR and other high-profile industry forums. She has received multiple awards, including the “Best New Thinking” award by the UK MRS and the WPP Atticus award in the “Research in Practice” category.

Currently based in Bangalore, Anjali will be relocating to London in the first half of the year. Â Â