

TNS appoints new Head of Automotive for USA

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Global research consultancy TNS has announced the appointment of Andy Turton as Head of Automotive for the Americas.

Andy is currently Global Development Director for TNS Automotive and Global Account Director, with over 25 years' experience in automotive market research.

In his new role, Andy will be responsible for developing and implementing the firm's automotive growth strategy in the Americas, leading key client conversations and developing automotive talent in the region.

Romy Pothe, Global Head, TNS Automotive, said: "Andy's appointment completes our automotive footprint across the US, Europe and Asia. The US is a strategically important market for us as the second largest automotive hub worldwide and home to some of the biggest global manufacturers - GM, Ford and Fiat Chrysler Automotive to name just a few.

"Andy is the perfect candidate to take on this role, with a brilliant track record throughout his time at TNS and a deep understanding of how the US market operates, having already lived and worked there for 10 years."

Commenting on his new role, Andy said: "I'm very excited to be re-establishing our automotive offering in the US. With the US auto market set for a fifth consecutive year of growth, as well as being the source of world-leading innovations, I believe our on-the-ground presence will make a real difference in helping us serve the needs of our clients for whom the Americas region is very important."

Andy first joined TNS back in 1999 and has been based in London since 2011. In his earlier career he established and successfully ran two market research ventures, as well as working for AGB and GFK.

Andy takes up his new role with immediate effect and is relocating to Los Angeles next month.