

TNS appoints new Global Head of Innovation and Product Development based out of Singapore

Contributed by TNS
Tuesday, 09 June 2015

Global research consultancy TNS has appointed David Lansanah as Global Head of Innovation & Product Development (IPD), replacing Steve Landis who is retiring at the end of 2015 after seven years with TNS.

In his new role, David will lead and develop the firm's global innovation practice, improving the existing product portfolio and leading a dedicated team of innovation experts to boost TNS's profile globally.

He will be initially based in London before relocating to Singapore later this year. As a fast-growing and dynamic region, clients in Asia are looking to innovate and create new products that meet the needs of consumers in rapidly changing economies. From his base in Singapore, David will be well-positioned to understand these markets and the associated client requirements, and to develop service offerings that deliver growth to businesses.

David joins TNS from Ipsos, where he was Managing Director of the global MarketQuest practice, responsible for identifying new business opportunities and innovation platforms. He has over 20 years' experience in the market, having previously held roles with Synovate and AcuPOLL Research.

Commenting on David's appointment, Jonathan Chocqueel-Mangan, Director of Strategy & Transformation at TNS, said: "We're delighted that David has joined us to further develop our innovation offering. He is highly regarded in the industry for his knowledge in building and rolling out brilliant innovation research programmes worldwide. Brought up in Sierra Leone and having lived and worked in the US, Europe and Asia, he also brings a host of international experience that will no doubt be complimented by his new base in the fast-paced environment of Singapore."

Commenting on his new role, David added: "I'm really looking forward to increasing the profile of TNS's global innovation offer and building on the fantastic legacy that Steve has built during his time with the firm. Working with such talented teams across the IPD practice, I'm confident that we can continue to deliver world-class research excellence to our clients."

David started his new role on 1 June.