# Chime Insight & Engagement Group strengthens Aus position with new Managing Director appointment

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The Chime Insight & Engagement Group today announced the appointment of Floyd McMillan as Managing Director of Australia.
A highly proficient leader in research and strategy development, McMillan joins from Edelman where he held the position of Head of Research and Insights for South Asia, Middle East and Africa, based in UAE. He has more than 20 yearsâ€™ industry experience gained as a Director at Ipsos and Colmar Brunton, as well as client-side expertise with brands such as GSK, Mobil, and Mars Confectionery. Originally from New Zealand, McMillan has lived and worked in Europe, Asia, Australasia, and the Middle East, and has a wealth of international research experience.

The Chime Insight & Engagement Group has built a significant presence in Australia over the past two years and launched its first APAC office in Sydney in 2013. Offerings include an array of leading products including social media listening, the Voice of the Customer, and RealTime Dashboards.

â€œAs the requirements of clients grow increasingly international and 24/7, our business model needs to change to meet these needs,â€œ commented Crispin Beale, Chime Insight & Engagement Group CEO. â€œAustralia is an important global research hub, and Floydâ€™s appointment will help to bolster and grow our business in APAC, based on our core principles of employing the brightest and the best in the industry.â€•

McMillan said: â€œThis is a fantastic opportunity to work with a great team, and continue to build on the innovative work undertaken by the Chime Insight & Engagement Group globally. Iâ€™m incredibly excited about this new challenge, and am looking forward to expanding the Groupâ€™s footprint within Australia and the wider APAC regionâ€•.