TNS Announcements

Contributed by TNS
Thursday, 07 December 2006

TNS Announces Michael O'Keeffe as Executive Vice President, Operations and MCP and Larry Levin as Executive Vice President, U.S. Consumer Goods & Services Mr. Oâ€™Keeffe and Mr. Levin to Provide Advanced Strategy and Critical Insights for TNS North Americaâ€™s Leadership Team

New York, NY, December 6, 2006 â€“ TNS, a leading global market information group, has announced two key management additions to its North America Custom Research business. Michael O'Keeffe has been appointed Executive Vice President, Operations and MCP, and Larry Levin will be joining the company in early January as Executive Vice President, U.S. Consumer Goods & Services. Building upon several recently announced executive additions, Mr. Oâ€™Keeffe and Mr. Levin further bolster the TNS executive leadership team under Kimberly Till, President, TNS North America.

In his new position, Mr. O'Keeffe will transform TNS Custom Researchâ€™s Operations and MCP into best-in-class organizations by driving business-wide efficiency and process improvements and by leveraging process and work-flow expertise gained from a decade of work with the Six Sigma philosophy. He will also be responsible for collaborating with TNSâ€™ global headquarters to help develop the companyâ€™s overall global operations strategy.

Mr. O'Keeffe brings more than 10 years of experience to his new role, having performed operations and restructuring roles at General Electric (GE) and Sun Microsystems. At GE Capital, Mr. Oâ€™Keeffe directed a series of quality-related reengineering projects that involved driving process improvements in different parts of the organization. He also paired with GE sales teams to communicate the Six Sigma quality methodology to executives and managers of major accounts, including Pfizer, AstraZeneca, and Glaxo Wellcome. This helped to ensure that GE maintained its preferred-supplier status and deepened client relationships.

Mr. Oâ€™Keeffe achieved impressive bottom-line results at Sun Microsystems by translating the Six Sigma discipline into tangible action plans to achieve quantifiable cost savings.

Mr. Oâ€™Keeffe will be able to leverage his experiences at Sun Microsystems and GE to streamline TNSâ€™ operational processes in order to serve clients more strategically and efficiently. Under Mr. Oâ€™Keeffeâ€™s leadership, Operations and MCP will be important contributors to TNSâ€™ goal of being the recognized leader in delivering value-added information and insights that help clients make more effective decisions.

Mr. Levin comes to TNS with more than 28 years of market research experience. He began his market research career in 1978 at the Chicago headquarters of Market Facts and has held various roles over the years, including Vice President, Los Angeles Marketing Group; Senior Vice President, Western Business Unit; and Senior Vice President, Director of Global Automotive. In 2003, Market Facts was rebranded as Synovate, where Mr. Levin most recently served as Executive Vice President of Sales, Marketing, and Client Development. In this position, Mr. Levin helped steer Synovateâ€™s regional team to record sales and profits in 2005. He also helped achieve top-line and double-digit growth figures that were driven exclusively by organic growth and fueled by strategic wins leveraged via his global sales accomplishments. Additionally, Mr. Levin was a member of Synovateâ€™s Americas Executive Committee, as well as the leader of the companyâ€™s international new business development efforts.

In his new role, Mr. Levin will utilize his vast market research background to manage Consumer Goods & Services, North America Custom Researchâ€™s largest client service sector. Mr. Levin will play a key role in rapidly growing the Consumer Goods & Services sector to become an even greater resource for clients. He will also be instrumental in helping TNSâ€™ North America Custom Research business deliver on its vision of becoming the market research firm of the future by providing deep value-added and insightful research.

â€œMichael and Larry have clearly demonstrated their ability to deliver results and drive growth, so they will be valuable additions to the TNS Custom Research leadership team,â€• said Kimberly Till, President, TNS North America. â€œWe are thrilled Michael and Larry are joining us to help position TNS as the best-in-class provider of solutions for our clients and to propel us toward our goal of becoming the market research firm of the future.â€•

About TNS

TNS is a market information group:

-Â The worldâ€™s largest provider of custom research and analysisÂ Â
-Â A leader in political and social polling
-Â A major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.Â

TNS operates across a global network in over 70 countries, allowing us to provide internationally consistent, up-to-the-minute and high quality information and analysis.

The groupâ€™s employees deliver innovative thinking and excellent service to local and multi-national clients worldwide.Â In the custom business, they combine in-depth sector knowledge with expertise in the areas of new product development, positioning and segmentation research, brand and advertising research and stakeholder management.Â

TNSâ€™ strategic goal is to be recognised as the global leader in delivering value added information and insights that help our clients to make more effective decisions.

TNS is the sixth sense of business.
www.tns-global.com

Â