



NEW APPOINTMENTS



MIRANDA CHEUNG | Asia Pacific Chief Client Officer | Ipsos APAC

Miranda Cheung, CEO of Singapore and Malaysia (SiMa) will take on the role of Asia Pacific Chief Client Officer (CCO) beginning 1 July 2015. As CCO, Miranda will focus on creating opportunities to dialogue and engage with key clients in the region to strengthen current business relationships. She will report directly to Lifeng Liu, CEO of APAC.



JON FOGED | Regional Managing Director | TNS M'sia and Singapore

Originally from New Zealand, Jon has extensive research experience and has been with TNS for over 11 years and prior to TNS Singapore, has held senior roles with TNS in London and Melbourne. He has led some of TNS's most significant projects and is global account director to a key technology client. Currently Managing Director for TNS Singapore, Jon will expand his remit to include TNS Malaysia.



JOSEPH CHUA | Managing Director | Ipsos Singapore

Joseph started his career in qualitative research 15 years ago. He then moved on to quantitative research prior to focusing on Healthcare in 2005. Joseph has successfully grown the business, developed the team capacity and advanced relationship with regional clients since. Joseph is very well regarded in the local market research industry.



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ANIL ANTHONY | Executive Director CI SG | The Nielsen Company



Anil has over 14+ years of marketing research experience, starting his career in The Nielsen Company based out of UAE, Egypt and South Africa. Previous to his current role, he was leading the Consumer Insights business at Nielsen Indonesia where he inspired the team to transform the business to be the backbone of growth. Anil's work experience also spanned the global HQ of Nokia at Finland where he led customer experience and retention initiatives.

BAXTER TAN | Executive Director | Language Connect



Previously from FocusVision, a market research technology company, where he has worked for the last 4 years, in the role of Commercial Director and Head of the Asia Pacific region. Prior to that role, Baxter was Research Now's 1st employee in Asia and played a key role in growing the business into a Top 5 regional panel provider. To add to his market research credentials, he is currently Treasurer of the MRS Singapore and a Committee Member of the Asia Pacific Research Committee.