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Adrian Chedore hands over Synovate leadership to Robert Philpott

CHICAGO – International market research company Synovate has appointed Robert Philpott as its new global chief executive officer. He replaces Adrian Chedore who will retire on September 1.

Chedore will continue on the Aegis plc Board of Directors until December 31, 2009. He will also consult for Synovate and Aegis plc on specific projects.

Chedore was appointed CEO of Synovate (then Aegis Research) in 2001.

“It’s been an incredible eight years. It’s hard to believe that the Synovate name is only six years old. I think we can all be very proud of the growth and success we have achieved,” said Chedore. “I think it’s fair to say we’ve arrived and I can’t think of a better, more capable leader than Robert to lead the company into its next phase.”

Chicago-based Philpott has been with Synovate since 1996, serving in various roles across the Americas, Western Europe and Asia Pacific prior to taking up his global responsibilities.

In his current role as global chief operating officer, Philpott is responsible for overseeing the company’s business unit profitability, business systems and processes, and quality control. He is a key member of the executive team that sets corporate strategy for the research company.

Philpott said, “Adrian leaves a strong legacy in Synovate, and I look forward to building upon the dynamic culture he has created. Despite the challenges of the current economic environment I believe that Synovate has the talent and client focus to ensure that the Synovate story of success will endure.”

Chedore was one of the founders of Asia Market Intelligence in 1991, which was acquired by Aegis plc in 2000. Prior to that, he served as regional managing director of Frank Small & Associates in Asia Pacific. He joined AGB McNair in Hong Kong as managing director in 1979. Before moving to Asia, Chedore held positions in research, brand management and advertising in the UK.

Originally from Belfast, Northern Ireland, Philpott graduated from the Metro University in Manchester with an Honors degree in Business Studies. He is studying for a Masters Degree from Henley College in London. Prior to being appointed COO in March 2006, Philpott served as CEO of Synovate’s offices in the US, Canada and Latin America.



Philpott moved to Chicago in 2003 from Hong Kong, where he served as director responsible for managing Synovate's business across 11 Asia Pacific countries. He established the firm's presence in Malaysia in 1997, quickly growing it to a prominent position in that marketplace, and led the development of a number of the company's vertical business units. Much of his research work centered on the design and execution of large-scale multi-country projects for a variety of blue-chip clients.

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About Synovate

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 6,700 staff across 61 countries.

For more information on Synovate visit www.synovate.com.