

*Press release*

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## **Synovate Sweden appoints new Head of Customer, Employee and Opinion Research**

STOCKHOLM - global market research company Synovate announced the appointment of Karin Nelsson as Head of Customer, Employee and Opinion Research for Synovate Sweden.

Nelsson joins Synovate from Navigo NLP Center in Kuala Lumpur, Malaysia where she was a marketing manager. Karin Nelsson has over 15 years of experience in the market research business at management level, including CEO at TNS Gallup

Glen Cox, managing director Synovate Sweden noted that Neslon has a wealth of management, marketing and research experience "We are happy to announce Karin Nelsson will be joining Synovate Sweden as Head of Customer & Employee Experience and Opinion. We are convinced her knowledge and experience will contribute to the continuous growth and development of Customer and Employee Experience in general, and in Opinion Research in particular".

"Karin proved to be a Synovator as of the first day. Her curiosity translates into direct client benefits. If a solution doesn't exist, she'll invent it, building on the strength of our group. She is a strategic innovator with international experience and an entrepreneur with a proven track record of building long term successful business. Her knowledge and expertise provides immediate value to clients and her leadership further



strengthens our Swedish management team” says Peter Huijboom, CEO Western Europe.

Nelsson is excited about the prospects for Synovate in Sweden “I see enormous potential in the company with many talented employees and strong products. My first task is to further strengthen our public opinion proposition. We have an election a year ahead of us and with the experience and the ideas we have, we will take a position over our competitors”.

### **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 62 countries. More information on Synovate can be found at [www.synovate.com](http://www.synovate.com) or [www.synovate.se](http://www.synovate.se)