

Synovate appoints Darren Smith as new operations director for Synovate Pan Africa

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Global market research firm Synovate, one of the big four custom research firms, has announced that Darren Smith has been promoted to operations director for Synovate Pan-Africa.



Darren Smith, who will be based in Kenya, has been at Synovate since 2004. He fulfilled the role of General Manager at Synovate in Singapore, where he looked after business development, operations, implementation, solutions and product development. Before joining Synovate, Darren held the position of Customer Service Director at Cable and Wireless, giving him vast expertise in the area of telecommunications.

"This new position demonstrates our commitment to support the continued growth of our important Pan African operations," said Michael Spedding, Synovate CEO of Geographies. "We are delighted that Darren, with his significant expertise will be taking on this important role."

Smith's research specialties include customer experience, call centre, mystery shopping and integrated solutions.

Smith will commence his new position on 26 April 2011.

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About Synovate

Synovate, the market research arm of Aegis Group plc, generates insights to help clients drive competitive brand, product and customer experience strategies. A truly borderless company with offices in over 60 countries, our approach combines best in class global research capabilities with personalised service, local knowledge and the flexibility to create teams and processes that meet clients' specific requirements. At Synovate, our clients sit at the top of our organisational chart, driving us to continually develop more innovative research solutions that predict actual business outcomes. For more information visit www.synovate.com.

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