

TNS South Africa to welcome new CEO in 2014

Issued by [Kantar](#)

6 Dec 2013

As TNS South Africa winds down another busy and successful year, CEO Karin Du Chenne has announced that she will be handing over the reins to Rob Powell from 2014.



Du Chenne will be relocating to Istanbul, where her husband is taking up an unmissable job opportunity. She will continue to be actively involved with TNS, in the role of Regional Director Business Development for AMME (Africa, Mediterranean, Middle East). Du Chenne comments, "For me personally it has been a fabulous year since taking over the reins from Margarita Putter at the end of 2012. I feel so passionate about the work we do and our clients. It has been a tough decision to move as I am so passionate about South Africa. In my new role I will take responsibility for Key Regional Clients, Global Practice Areas and our Offer. I am thrilled to be able to broaden my involvement beyond South Africa, particularly as many of our clients are growing so rapidly across

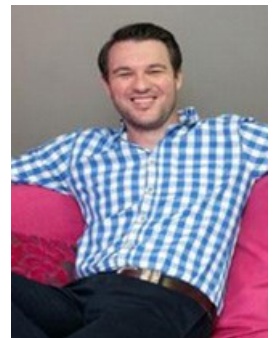
our continent"

Du Chenne's key focus will be collaborating with clients across the region to ensure they have access to the very best, integrated thinking from TNS.

Taking over from Du Chenne as CEO of TNS South Africa in 2014 is Rob Powell. Powell has worked in senior leadership roles within the marketing and research industry for the past 15 years, having headed up both the TNS Johannesburg and TNS Sydney offices as Executive Director previously, and most recently worked in a global role as Global Account Director to SABMiller. He is ideally positioned to take up this new challenge, bringing with him extensive knowledge of different markets and the challenges they present, as well as a belief in pushing the innovation envelope. Du Chenne comments, "I know Rob will bring incredible energy, creativity and client insight to the role"

Commenting on his new appointment, Powell says, "I am exceptionally privileged to be able to take over the lead of a successful business, with great client relationships, and full to the brim of exceptional researchers with exciting new ideas. The research industry is changing, and needs to change, to embrace advances in technology, as well as a new understanding of the way we 'think'."

He envisions his role as one that supports the business in continuing to deliver its best to its clients, as well as leading the change the industry needs to embrace to remain relevant. However, he adds, "I am also a strong believer in ensuring the basics are in place - as we all know it doesn't matter how great your analytic or thinking capabilities are, if your base data is not accurate, nothing else will be either." As a result, Powell's focus will remain strongly on exceptional quality in data collection and management moving into the new year.



Powell ends, "I am grateful to Karin for guiding the business through a successful 2013, and setting us up for a great 2014." Du Chenne adds, "We are privileged to work with many of South Africa's most successful companies and this year have focused on being as precise as possible in giving recommendations and using insights to help our clients overcome the challenges they face in today's tough marketplace." Going into 2014, both Du Chenne and Powell look forward to continuing to provide TNS's clients with a similar standard of precision and insight. "It is going to be an interesting year no doubt!" predicts Powell.

About TNS

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long-established expertise and market-leading solutions. With a presence in over 80 countries,

TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world. TNS is part of Kantar, one of the world's largest insight, information and consultancy groups. Please visit www.tnsglobal.com for more information.

About Kantar

Kantar is the data investment management division of WPP and one of the world's largest insight, information and consultancy groups. By connecting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 28,500 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

For further information, please visit us at www.kantar.com.

- **The Blueprint for Brand Growth. An evidence-based framework that defines the future of marketing** 15 May 2024
- **South Africa shines in the global 2024 Kantar Creative Effectiveness Awards** 25 Apr 2024
- **Creative trends 2024: Crafting effective digital ads** 1 Feb 2024
- **Navigating media trends in 2024: adapting strategies for consumer engagement** 25 Jan 2024
- **10 marketing trends for 2024** 5 Dec 2023

Kantar

KANTAR

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology we help our clients **understand people** and **inspire growth**.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>