

Kantar announces four new senior appointments in South Africa

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Kantar recently appointed Karin Du Chenne as CEO for Insights, Stephany Brewer as Chief Client Officer, Africa & Middle East for Insights, Noeraan Hendricks as Transformation Director for Kantar, and Gisela Seeley as Country Leader for Kantar Media.



Karin Du Chenne appointed CEO Insights South Africa at Kantar

Karin Du Chenne was appointed in May as CEO for Insights at Kantar, which covers the portfolio of Kantar Millward Brown and Kantar TNS, South Africa. Karin recently returned from a three year stint in Turkey where she served as Chief Client Officer for Insights at Kantar Africa & Middle East. At the time she was responsible for leading the global and regional client relationships and supporting them in their growth activities in Africa & Middle East. An inspirational business leader, Karin has over 25 years of experience in driving marketing and communications that deliver business results.

"We are thrilled to have Karin lead our South African business. Her passion for our business and years of experience make her uniquely and brilliantly equipped for this role, and I have no doubt that she will lead our business and partner with our clients to drive growth," commented Charles Foster, CEO Insights Africa & Middle East at Kantar.



Stephany Brewer appointed Chief Client Officer, Africa & Middle East for Insights at Kantar

We are delighted to announce that Stephany Brewer will be Karin's successor. Stephany joined Kantar Millward Brown in 2005 and has worked across Africa & Middle East and Singapore with our largest local and multinational clients, including Unilever. In her new role, Stephany will focus on deepening relationships with clients to bring them the best of what Kantar has to offer to grow their brands and market share.



Noeraan Hendricks appointed Transformation Director for Kantar South Africa

Noeraan Hendricks has been appointed Transformation Director for Kantar South Africa. Noeraan will lead the BBBEE strategy for Insights, and one of her key priorities will be to ensure continued transformation around skills development, as well as enterprise and supplier development. She will also be a key link to WPP around matters of transformation as well as Trustee representation for the WPP BEE Trust. *"This is a new role of strategic importance to our business in South Africa,"* says CEO Karin Du Chenne, *"as an industry leader we have a*

true commitment and passion to drive transformation."

Gisela Seeley appointed Country Leader for Kantar Media South Africa

Gisela Seeley has been appointed Country Leader for Kantar Media, South Africa. Kantar Media is a global leader in media intelligence, including audience and advertising measurement, as well as consumer behaviour and brand reputation tracking. The company is officially launching the South African branch of their business, and in her new role, Gisela's focus will be to lead a team providing reliable and high quality audience data.



“Gisela has worked in a senior leadership role within the research industry since 2001, and for the last eight years has focused on media research, setting up and running the media division within Kantar TNS. She brings with her extensive knowledge of audience measurement across TV and other media and has vast experience in setting up large research programmes across African markets. We have no doubt that she will be a great asset to the business and will continue to partner with clients to drive innovation in our media services,” said Jennie Beck, Chief Client Officer for Kantar Media EMEA.

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