

Kantar welcomes Alexis Nasard as new CEO

Alexis Nasard is taking up the role of global CEO of Kantar on 30 December. Nasard joins Kantar with almost 30 years' experience in the FMCG and retail world.

He is currently CEO of Bata. Prior to that, Nasard spent six years at Heineken, culminating in the position of president of western Europe business and global chief marketing officer.

Nasard holds an MBA degree from UC Berkeley's Haas School of Business, USA and an MS/BS degree in civil engineering from Saint Joseph University, Lebanon.

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