

# Synovate appoints Global Heads of Brand & Communications and Customer Experience research

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Top four global custom market research company Synovate has announced that it has appointed Global Heads of its Brand & Communications and Customer Experience practices. Jon Harper is now Global Head of Brand & Communications and John Carroll III is Global Head of Customer Experience.



*Jon Harper*

Jon Harper, based in London, was previously head of brand equity for Synovate's Brand & Communications practice in the UK, overseeing the local brand research teams and also serving as the main client lead on brand projects with local and multinational clients across all sectors. Prior to joining Synovate in 2004, Harper was a director at Research International.

John Carroll III, based in Chicago, formerly served as senior vice president of Synovate's Customer Experience practice in the US. He also joined Synovate in 2004, and during his career has worked with many top global companies across a number of sectors as the lead client advisor for customer experience innovation, customer loyalty improvement, and customer strategy development in their organisations. Prior to Synovate, Carroll worked at McKinsey & Company and Deloitte Consulting.

Ged Parton, CEO of Capabilities for Synovate, said: "I'm thrilled that Jon and John have taken on these new roles. Both are highly skilled consultative researchers for their respective areas and are also strong leaders and advocates for their clients' businesses. These roles are part of Synovate's investment in further developing these leading and proven specialist research areas and I am sure that, under their guidance, these global practices will continue to grow and thrive."

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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](http://www.synovate.com).

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