

Prasun Basu appointed as Managing Director, Millward Brown East Africa

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Millward Brown announces the appointment of Prasun Basu as the new Managing Director of Millward Brown East Africa.



Prasun will report to Charles Foster, Managing Director of Millward Brown Africa. As well as his appointment as MD of the East African office, Prasun will also be the Africa Regional Head of Tracking for Millward Brown.

Commenting on his appointment, Prasun Basu said "I am delighted to be joining Millward Brown at such an exciting time in its development and in what I see as the most fascinating continent in the world. Africa is the next frontier, it is on every global marketer's mind, and I will be fortunate to be associated with the rise of the continent. I'm confident that Africa will be hugely stimulating and complimentary to my experiences working in some of the most developed markets as well as in the fastest growing economies around the world. I aim to bring that experience to bear to the benefit of our clients and staff across Africa. Working for Millward Brown at IMRB earlier in my career was formative to my better understanding of brands. To join them now in a role with MD

accountability in East Africa and with a regional tracking responsibility is a tremendous opportunity for me.

"My organizational philosophy is to help build sustainable research and consulting organizations that are people-focused, process-efficient, and high growth-oriented, and that excel in delivering value and consultancy to clients. I hope to bring this in my new role. To quote my favourite line from Ghandi, 'we must be the change we wish to see'."

Charles Foster, MD Millward Brown Africa said "Prasun's outstanding track record makes him an invaluable addition to the management team across Africa. As MD of East Africa, and in his role as Head of Tracking for Africa, we know that Prasun will add enormous value to our client's business. Prasun is a hugely experienced researcher with over 15 years of market research experience. His passion for the business of brands and delivering insights based on his fusion of experience gathered from brand tracking, through retail and sales effects will be of huge value to our clients. We are delighted to welcome him to our team."

In his last role, Prasun worked at Nielsen where he was Head of Consumer Research for India as well as Head of the BASES division for the Africa, Middle East and Asia region. Prior to that Prasun held positions at IMRB, where he headed up Millward Brown operations, and at Gallup in both Singapore and the USA. Prasun started his career in academia at the University of Rochester, NY, USA where he taught research. He has been published in a wide selection of Journals and covered by international media.

Prasun will be based in the Nairobi office in Kenya. Millward Brown East Africa is a JV with ScanGroup.

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