

# Synovate appoints Jake Orpen head of South Africa

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Global market research firm Synovate, one of the big four custom research firms, yesterday announced that Jake Orpen has joined the company as managing director for Synovate South Africa.



Orpen, who is based in Johannesburg, is returning to Synovate. He was the founder of Conexus, one of Synovate's successful business units in South Africa, and also served as a client service director for Synovate. His previous roles include director at Quality Metrix and various management, sales, marketing and operations roles at Mobile Telephone Networks.

"We are delighted to welcome Jake back to Synovate," said Michael Spedding, Synovate CEO of Geographies. "He brings the benefits of an external perspective and experience while also already being familiar with Synovate's business and our culture in this important market. With over 15 years of management and client service experience, he has a proven track record in creating successful businesses."

Orpen replaces Charlotte Jackson who departed Synovate at the end of November.

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