

New Managing Director for Millward Brown South Africa

Leading brand, communications and media research company, Millward Brown has promoted Charles Foster to the position of Managing Director, Millward Brown South Africa.

Having worked for Millward Brown South Africa and Impact Information (before it was bought by Millward Brown) for almost twenty years, Charles Foster is well known both in the media and research industry through his development of AdTrack, one of the most popular advertising testing solutions in South Africa.

Foster will report directly to Erik du Plessis, himself newly promoted to Chairman of Millward Brown South Africa.

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