



People on the move

Appointments and promotions in the global market research industry

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Millward Brown has appointed **SUHAS KHANDERIA** as senior director of its healthcare division in the UK. She was an independent consultant for the Department of Health before taking the role.

KRISTEN SMITH has been appointed executive director of the **Word of Mouth Marketing Association (WOMMA)**. She was previously an executive for an association management company. WOMMA's immediate past president, Ed Keller, said: "We are extremely lucky to have found Kristen."

US automotive electronics researcher **Strategy Analytics** has appointed **JIA WU** as an analyst in its digital consumer practice. Wu, who will focus on researching business models and emerging trends, previously held marketing and planning positions at Ogilvy & Mather and Chinese web portal Netease.

FELIPE KORZENNY has been appointed senior strategy consultant at Hispanic online research and marketing agency **Captura Group**. He is founder and director of the Florida State University's Center for Hispanic Marketing Communication.

Thirty-seven media industry research executives have joined the newly formed **Ipsos Mendelsohn Advisory Council**, which has been created to expand the firm's Affluent Survey. The survey, which has been in place for 32 years, measures media preferences and lifestyles in wealthy US households. New council members include **Bloomsberg** director of audience research **CHRIS BROWN**, **Discovery** vice president of digital media research **DAVID ERNST**, **Time** advertising research director **LORI JACOBS** and **American Express Publishing** research director **LIBBIE MORA**.