

New CEO of Synovate Africa announced

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International market research company, Synovate, recently announced the promotion of Jon Salters to the position of CEO of Synovate Africa.



Salters, who has been Managing Director of Synovate South Africa for four years, was promoted following Albert McLean's (former CEO) decision to take an extended break. Salters and McLean have been working closely to ensure a comprehensive leadership handover.

"It is an honour to be entrusted with this responsibility and I am looking forward to leading Synovate South Africa in to the future," Salters said.

As the founder of Synovate in South Africa, formally known as Proactive Insight, Albert McLean has seen Synovate grow in size and strength. "Leading Synovate Africa has been an incredibly rewarding experience and I am proud of what we have achieved!" McLean said.

McLean commented on his handover to Salters saying that "Jon has been instrumental to the continued growth that Synovate has achieved, in South Africa and also across the African continent. I am confident that his leadership and expertise will be an ongoing asset to Synovate."

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