

## Access to Experts



**Matthew Froggatt**  
Chief Development Officer  
TNS

Matthew started his TNS career with Infratest Burke/NFO in 1992 after graduating from Corpus Christi College, Oxford in Philosophy, Politics and Economics.

He has worked in a number of different client service and management roles based in the UK and France. These have included three years as a Director in the Infratest Burke Consumer business and setting up NFO Financial Services in 2001.

After the merger with TNS in 2003, Matthew became Managing Director of Specialist Markets, based in London, with responsibility for the Financial Services, Technology and Media sectors.

In 2006 he took on responsibility for TNS's Global Technology Sector, supporting key accounts and strengthening the international network.

Following the acquisition of TNS by WPP, and subsequent merger with Research International in 2009, Matthew was appointed Global Head of TNS's Areas of Expertise with responsibility for the overall management of our Offer, and in October 2010 was appointed Chief Development Officer, adding TNS's global Digital practice and Global Marketing function to his responsibilities.

Matthew has experience and expertise across a wide range of research, including brand, new product development, pricing and stakeholder management.

In September 2007, Matthew was identified as one of the "50 to watch" in UK's Research industry magazine. He is a speaker and commentator, presenting at the *FT Mobile conference* (2007); *Marketing Week Trends Show* (2008) and has been interviewed on BBC Radio 4's *You and Yours* flagship consumer affairs programme.

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