

Press Contact:

Sarah Rew
Harris Interactive
0208 263 5352
07816 977199
srew@harrisinteractive.com



Harris Interactive® Expands Asia Sales Division

London, 16th July 2010 – Harris Interactive®, the global market research company, today announces the expansion of their Asia Sales division.

Kevin Huang has been appointed Vice President Sales, based in Singapore and will be responsible for driving sales across Asia with particular focus on Technology, Media and Telecommunications markets. He joins from GfK Asia where he was Head of their Telecommunications Division and responsible for GfK's Telecommunication retail audit panel for Asia, managing the products' profitability and revenue growth on a regional basis. Huang has an impressive career background in business development and market research for global agencies including Synovate and Frango Pte Ltd.

Amrita Banta has been promoted from Vice President Sales to Senior Vice President Sales at Harris Interactive and will continue to drive sales growth in Asia across all markets. Harris Interactive's Asha Choksi has also been promoted from VP Research to Senior Vice President, Head of Research. Both Amrita Banta and Asha Choksi are based in Singapore. Harris Singapore has also recently recruited Aman Arora who will be joining the business on 20 August as Associate Director. Aman will be based in the Singapore office

Harris Interactive are actively recruiting a Head of Sales & Marketing to lead the sales teams across the Asia region as well as two Business Development roles to be based in Shanghai and Mumbai.

The new appointments are made as Harris Interactive seeks to extend their client offering across the Asia region.

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About Harris Interactive®

[Harris Interactive](#) is one of the world's leading custom market research firms. Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in over 215 countries and territories through our European, North American and Asian offices and a network of independent market research firms, Harris specialises in delivering research solutions that help us – and our clients – stay ahead of what's next. For more information, please visit [Harris Interactive | Europe](#).