

Arun Kumar returns to senior Asia leadership role for Dynata

Dynata has appointed Arun Kumar as Vice President, Southeast Asia and India leading the business and teams across the region. Arun was previously India Country Manager for Dynata for several years before stepping away to a stint in e-commerce. Arun will take the helm of one of Dynata's fastest growing regions at a time of considerable industry change and opportunity.

Dynata Asia Pacific Managing Director, James Burge stated *"We are pleased to welcome back Arun into this important role. His track record of success, strong leadership and considerable experience mean he is well prepared for this key regional role. He has a clear vision for our growth across one of our most dynamic regions and will be building out our capabilities and teams to deliver on this potential for our clients."*

On his appointment Arun commented, *"Dynata has always demonstrated excellence when it comes to first-party data collection, and we continue to adding exciting brands to our growing list of our clients. The new acquisitions that Dynata has made recently means there is an industry leading solutions suite emerging and I'm excited about the value we can bring to our customers with our data and capabilities."*

I've always admired the Dynata culture and with a recent push to be an even more inclusive & rewarding organisation, this role is an excellent career opportunity. I'm thrilled to be back as our teams in these markets are some of the most talented and dynamic that we have in Asia Pacific. I look forward to working with them closely and making a difference."

Following a successful nine-year tenure with Dynata, Mani Padmanabhan is taking a well-earned break before moving to a new career direction.

About Dynata

Dynata is the world's largest first-party data platform for insights, activation and measurement. With a reach that encompasses nearly 70 million consumers and business professionals globally, and an extensive library of individual profile attributes collected through surveys, Dynata is the cornerstone for precise, trustworthy quality data. The company has built innovative data services and solutions around its robust first-party data offering to bring the voice of the customer to the entire marketing continuum—from uncovering insights to activating campaigns and measuring cross-channel marketing ROI. Dynata serves more than 6,000 market research, media and advertising agencies, publishers, consulting and investment firms and corporate customers in North America, South America, Europe and Asia-Pacific. Learn more at www.dynata.com.