



## **Dynata bolsters its APAC Sales leadership team with three strategic senior director appointments**

**Sydney, Australia – 16 January 2024** — Dynata, the world’s largest first-party data company for insights, activation and measurement, today announced the appointments of three senior directors in Asia Pacific. The additions accelerate the company’s growth strategy regionally, while underscoring its commitment to providing customers with high-quality data and services. **Derek Brown** has joined Dynata as Vice President, Australia and New Zealand; **Michael Fegan** takes up the role of Vice President, North Asia; and **Russell Carter** joins as Country Manager in Singapore.

Based in Sydney, Derek Brown brings more than 25 years’ experience in the market research industry, with a proven track record in sales, people management and business growth. Derek rejoins Dynata from online research platform Glow, where he recently served as Global Managing Director, Sales & Operations. In his new role, Derek will lead Dynata’s ANZ commercial strategy and drive the company’s innovation agenda forward to help clients harness the power of first-party data and achieve their growth objectives.

In Hong Kong, Michael Fegan will lead the development and execution of the company’s strategy across North Asia. Over the past 18 years, Michael has held various senior management and business development roles for global industry players including Kantar, Nielsen and Dynata, where he previously worked for six years. Michael brings deep expertise in unlocking growth for clients in different Asian markets, having worked in Vietnam, South Korea, Singapore and Japan, before moving to Hong Kong in 2016.

Russell Carter has been appointed Country Manager in Singapore, where he will be responsible for driving growth and delivering value for clients across Southeast Asia. He brings over 17 years’ experience across APAC, spanning a range of industry sectors in both agency and client-side capacities. He joins Dynata from global dairy leader Fonterra, where he served as Global Head of Insights. Previously, Russell was COO for Kantar in Singapore, worked for eleven years in research agencies in Shanghai, and spent a decade as a Professional Chef at five-star hotels in Australia.

Commenting on these appointments, Dynata Managing Director, Asia Pacific Mark Lepine said:

“We’re committed to helping our clients answer their most critical research questions by connecting them with high-quality, diverse panels of consumers and harnessing the power of Dynata’s industry-leading solutions. As we enter a transformative phase of our journey across the APAC region, these strategic appointments will be instrumental in shaping our innovation agenda and further enhancing our ability to provide businesses with first-party data of unmatched quality.

I look forward to accelerating Dynata’s success with Derek, Michael and Russell: their wealth of expertise, in-depth knowledge of the Asia-Pacific region and exceptional track records in driving revenue growth, will empower our clients to make better, faster business decisions with the highest confidence.”

**About Dynata**

Dynata is the world's largest first-party data company 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](http://www.dynata.com).

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