



FOR EMBARGO UNTIL FEBRUARY 8, 2024

PureSpectrum Welcomes Mani Padmanabhan to their Asia HQ

SINGAPORE, February 8, 2024 - Cementing the existing talent density in the Asia Pacific region, PureSpectrum is very happy to add the domain experience and client expertise of Mani Padmanabhan to the Asia Client team in Singapore.

James Rogers, APAC Managing Director comments: “Having had the privilege of knowing and working across from Mani in the MR industry for over a decade it is my pleasure to welcome a talent like him to the team. With Mani on the front lines for PureSpectrum only compounds our intentions and dedication to a client first approach in the region.”

Padmanabhan states: “Having been in the industry for as long as I have been, it has been fascinating to watch the emergence and rise of PureSpectrum, bringing an air of freshness to the world of survey audience and how clients can be technologically enabled to get more control on what they source and where they source from. The confidence that one gets using the state of the art PureSpectrum platform has been ringing loud and clear in client feedback from all corners. It was an easy decision for me to join the high performing PureSpectrum team and be part of what looks like to be a great ride ahead.”

Mani Padmanabhan onboards with a wealth of background in the Marketing Research industry including positions most recently with ADNA, Qualtrics, and Dynata. He takes up the role of Senior Client Director for Asia and will help lead sales initiatives with existing and strategic client acquisition in the region.

About PureSpectrum

PureSpectrum offers a complete end-to-end market research and insights platform, helping insights professionals make decisions more efficiently, and faster than ever before. Awarded MR Supplier of the Year at the 2021 Marketing Research and Insight Excellence Awards, PureSpectrum is recognized for industry-leading data quality. PureSpectrum developed the respondent-level scoring system, PureScore™, and



believes their continued success stems from their talent density and dedication to simplicity and quality. In the few years since its inception, PureSpectrum has been named one of the Fastest Growing Companies in North America on Deloitte's Fast 500 since 2020, and ranked for three years in a row on the GRIT Top 50 Most Innovative List and the Inc. 5000 lists.