

Basu appointed Millward Brown East Africa MD

Prasun Basu has been appointed the new MD of Millward Brown East Africa. Basu will report to Charles Foster, MD of Millward Brown Africa. As well as his appointment as MD of the East African office, Basu will also be the Africa regional head of tracking for Millward Brown.



Commenting on his appointment, Basu said, "I am delighted to be joining Millward Brown at such an exciting time in its development and in what I see as the most fascinating continent in the world. Africa is the next frontier, it is on every global marketer's mind, and I will be fortunate to be associated with the rise of the continent. I'm confident that Africa will be hugely stimulating and complimentary to my experiences working in some of the most developed markets as well as in the fastest growing economies around the world. I aim to bring that experience to bear to the benefit of our clients and staff across Africa. Working for Millward Brown at IMRB earlier in my career was formative to my better understanding of brands. To join them now in a role with MD accountability in East Africa and with a regional tracking responsibility is a tremendous opportunity for me.

"My organisational philosophy is to help build sustainable research and consulting organisations that are people-focused, process-efficient, and high growth-oriented, and that excel in delivering value and consultancy to clients. I hope to bring this in my new role. To quote my favourite line from Gandhi, 'we must be the change we wish to see'."

Basu career history

In his last role, Basu worked at Nielsen where he was head of consumer research for India as well as head of the BASES division for the Africa, Middle East and Asia region. Prior to that Basu held positions at IMRB where he headed up Millward Brown operations, and at Gallup in both Singapore and the USA. Basu started his career in academia at the University of Rochester, NY, USA where he taught research. He has been published in a wide selection of Journals and covered by international media.

Basu will be based in the Nairobi office in Kenya. Millward Brown East Africa is a joint venture with ScanGroup.