



Media Release

OzTAM announces new CEO

23 February 2004

OzTAM today announced the appointment of Kate Inglis-Clark as chief executive officer, effective Tuesday 24 February 2004.

Ms Inglis-Clark brings extensive skills and research experience to the role, having worked for more than 12 years in senior management roles, including the past six years as business development director with AC Nielsen.

Chairman of OzTAM Doug Peiffer, said: "Kate has built an outstanding reputation in the research industry and brings the expertise and leadership skills to guide OzTAM in to the future.

"Her research, technical, commercial and business development experience are crucial during this time when technology is continuously developing and audience measurement is evolving."

Ms Inglis-Clark said: "It's an exciting time to join OzTAM, particularly with so much changing in the broadcasting industry. I look forward to working with the team to build on OzTAM's success".

Before joining AC Nielsen, Ms Inglis-Clark spent eight years at AGB:McNair, rising from project manager to the director of business development.

She is an active participant in the market research industry, contributing to the development of research standards through the Market Research Quality Assurance Council (MRQA). Ms Inglis-Clark was elected as a Fellow of the Market Research Society of Australia in 2001 in recognition of her contribution to the industry.

Ms Inglis-Clark succeeds Louise McCann, who joins Research International as CEO Australasia.

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