

New appointments: Soumya Saklani and Chris Githaiga

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[Millward Brown](#), a global leader in brand, media and communications research, has jointly announced the appointment of Soumya Saklani to the position of Managing Director, Millward Brown Sub Saharan Africa and Chris Githaiga as Managing Director Millward Brown East Africa.



Soumya Saklani

Soumya joined Millward Brown 10 years ago, and has been MD of the West African operation in Ghana and Nigeria, and responsible for the expansion of Millward Brown in the region. Soumya has over 20 years experience in the industry and works with key clients including, Unilever, Nestle and Coca-Cola. Soumya replaces Prasun Basu who moves on to head up Millward Brown in India. In his new role Soumya will be responsible for the Millward Brown office in Nairobi, Kenya as well as the West African offices. He reports to Charles Foster, Regional MD of Millward Brown Africa and Middle East.



Chris Githaiga

Chris Githaiga, currently Chief Client Officer for Millward Brown East Africa is in tandem promoted to MD East Africa and will support and report to Soumya in his new role. Chris joined Millward Brown when the office opened in 2008 and has over 14 years of market research experience in the region.

"We are thrilled to announce the promotion of Soumya to MD Sub Saharan Africa and Chris to MD of the Kenyan office. Their joint experience will provide our clients and employees with partners who truly understand the important role research plays in building strong brands and making a meaningful impact in driving businesses forward. We wish them both great success in their new positions", adds Charles Foster.

About Millward Brown

[Millward Brown](#) is one of the world's leading research agencies and is an expert in effective advertising, marketing communications, media and brand equity research. Through the use of an integrated suite of validated research solutions - both qualitative and quantitative - Millward Brown helps clients build strong brands and services. Millward Brown has more than 88 offices in 58 countries. Additional practices include Millward Brown's Global Media Practice (media effectiveness unit), The Neuroscience Practice (using neuroscience to enhance traditional research techniques), Millward Brown Optimor (focused on helping clients maximise the returns on their brand and marketing investments), Dynamic Logic (the world leader in digital marketing effectiveness) and Firefly Millward Brown (the global qualitative research business). Millward Brown is part of Kantar, WPP's insight, information and consultancy group.

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