



MANAGEMENT PROFILE

Picture



Name: Glen Murphy

Title: Mr.

Current Role

Managing Director, ACNielsen China

Biography

Glen Murphy was appointed as Managing Director of ACNielsen China in July 2003, heading the Customized and Retail businesses in China.

Before coming to China, Glen was the Acting Managing Director of ACNielsen New Zealand. He had been with ACNielsen (NZ) Ltd for over 10 years and had extensive experience working with the Consumer Packaged Goods Industry. In New Zealand Glen was the Group Executive Director - Retail Measurement Services, providing the Consumer Packaged Goods Sector with continuous retail tracking information based on bar-code scanning technology and retail audit.

Glen had been instrumental in the implementation of a new data processing system, providing clients with greater flexibility and increased value to their data.

Glen has a Bachelor of Management Studies, and was a member of the New Zealand Grocery Marketers Association and the New Zealand Market Research Society.