



## Forbes Insights Enters Europe, Middle East, Africa (EMEA) Region

**New York, NY (Monday, December 14, 2009)** – Forbes Media today announced that Forbes Insights ([www.forbes.com/forbesinsights](http://www.forbes.com/forbesinsights)) is expanding its operations outside of the U.S. with the appointment of Christopher Garnons Williams and Frederick Schneider as Regional Directors in EMEA.

Reporting to Forbes Insights Director Christiaan Rizy, the independent representatives, based in Vienna, Austria, will be responsible for developing business on behalf of Forbes Insights and its clients based outside of the U.S.

Forbes Insights provides a platform for companies, NGOs and governments looking to deliver thought leadership to C-Level executives through innovative, content-rich marketing, working collaboratively with the marketing teams at client companies to identify topics for research. The company produces white papers based on surveys and interviews that challenge conventional assumptions and drive debate among the C-level executives.

Companies in the EMEA region who work with Forbes Insights will have access to their rapidly growing global survey panel with 35,000 members, and the option to extend surveys to the millions of subscribers and users of Forbes Media content.

“We’re very pleased to grow our business in the EMEA region, where Forbes Insights can help companies and organizations achieve their strategic communication goals,” said Rizy. “As uncertainty in the global economy continues, the need for companies – and indeed countries – to innovate and to communicate this innovation to an audience of business leaders has never been more important.”

Frederick Schneider is a marketing and sales professional with 15 years of experience. Most recently he was Regional Sales Manager at The Economist Group in Vienna, Austria. He began his career in print media sales at *The Wall Street Journal* in New York City and worked in promotional marketing as an Account Manager at NBC Television (KNSD-San Diego). Upon completion of his M.B.A., Global Management, he was appointed Director of Sales Development, Middle East for *Stars and Stripes* newspaper in Frankfurt, Germany.

Christopher Garnons Williams worked for The Economist Group from 2003 to 2009 based in Vienna. He was Business Development Director CEEMEA for The Economist Intelligence Unit and spent the last year as Regional Sales Manager Development Markets for *The Economist* newspaper. Chris graduated in law from Southampton University and has worked both in the IT industry in London and as a consultant for multi-national companies in Vienna. He has worked with clients developing thought leadership strategies in countries as diverse as Iceland, Kosovo and Bahrain, and brings a wealth of experience of working with multi-national clients in both developed and emerging markets.

### About Forbes Insights

Forbes Insights ([www.forbes.com/forbesinsights](http://www.forbes.com/forbesinsights)) is the custom research practice of Forbes Media, publisher of *Forbes* magazine and Forbes.com, whose combined media properties reach nearly 50 million business decision makers worldwide on a monthly basis. Taking advantage of a proprietary database of senior-level executives in the Forbes community, Forbes Insights’ research covers a wide range of vital business issues, including: talent management; corporate social responsibility; financial benchmarking; risk and regulation; and doing business in emerging markets.

Contact: Debbie Weathers – [dweathers@forbes.com](mailto:dweathers@forbes.com) – 212-366-8848