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## **PRS IN VIVO appoints Melvin Ng as Senior Director, Market Development in Asia**

### **Omni Channel and Shopper Expert to Spearhead PRS IN VIVO's Asia Growth**

(Teaneck, NJ) BVA Group Company, PRS IN VIVO, a global behavioral science, shopper and product experience consultancy, is pleased to announce Melvin Ng's return to the company as the new Asia Senior Director of Market Development.

Melvin rejoins PRS IN VIVO having served most recently as Managing Director for Asia Insight China, a Singapore based company conducting market research throughout Asia. With over 17 years of research experience, previous jobs included managing PRS IN VIVO China, and client servicing roles as Group Account Director at Kantar Milward Brown, and before that Senior Director in Kantar Consulting and Synovate.

"Melvin has distinguished himself as a shopper marketing expert, especially delving into consumer behavior in China in the rapidly evolving landscape of Omni Channel shopping, known in China as "new retail". He is extremely knowledgeable in the growth of Omni Channel retail and the drivers of influence in consumer choice, specifically in China. His expertise brings insight to our global clients, as well as local brands, who want to sell their products in the region, as China becomes an early adopter of innovative shopper marketing techniques. We couldn't be more pleased to have Melvin rejoin, in an active market development, client service and thought leadership role."

Melvin stated, "I have always been very passionate about evolving traditional research by applying behavioral science principles, which is one of the key reasons why I decided to rejoin the team at PRS IN VIVO. I am truly excited to expand the adoption of PRS IN VIVO agile and innovative shopper and product experience measurement solutions into new markets. I know we are uniquely qualified to help support clients with our behavioral approach to research and consultative advisory services"

Melvin will be in the company's offices in Asia supporting all the teams working across the region.

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#### **About PRS IN VIVO**

At PRS IN VIVO, a BVA Group Company, we help marketers improve shopper and consumer experiences by offering insight & consultancy, grounded in behavioral science, to accurately understand, predict, and influence consumer choice.

PRS IN VIVO conducts over 1,000 studies annually across nearly 50 countries. With over 45 years of experience, the company is dedicated to improving shopper, product and consumer experience in order that clients can achieve better business outcomes and achieve growth.

We aid clients' success through the passion and engagement of our teams, our constant pursuit of best-in-class expertise, and our trusted, proven, innovative & agile solutions.

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