

CONTACT:

Peter Goldstein, Director of Communications

InterMedia

+1.202.434.9584

goldsteinp@intermedia.org

www.intermedia.org

[FOR IMMEDIATE RELEASE: 26 April 2011](#)

InterMedia Names Tim Cooper as Research Director

Washington, D.C. – InterMedia (www.intermedia.org), the global research-based consultancy, announced Tuesday the appointment of Tim Cooper as Research Director, effective June 2011. Cooper, an accomplished figure in the fields of media, communication and digital research, will provide strategic, technical and training leadership as the company enters an expansion phase and introduces a range of new products and services.

"With Tim's arrival, InterMedia now boasts a full roster of respected research professionals providing top-quality services and thought leadership for a growing number of research and consulting clients," said Robert T. Coonrod, president and chief executive officer of InterMedia. "Tim is the ideal combination of a proven innovator in research methods and an effective manager, with years of experience delivering results in challenging environments around the world."

Cooper has been with the BBC World Service Trust's Research and Learning Group since 2006. As senior research manager, he has overseen operations of a 50-strong international research team based in 17 countries across Africa, Asia, the Middle East and the UK. He has also played central roles in the Trust's business development activities, notably the growth of its mobile communications and convergence research activities. Regionally, Cooper has particular expertise in South Asian and Southeast Asian countries.

Cooper's focus at InterMedia will be to foster business opportunities with new and existing clients, develop new products and services, create a culture of innovation and incubate new ideas. He will also ensure that all of InterMedia's research work adheres to the highest professional standards.

The addition of Tim Cooper to the InterMedia team follows the company's announcement earlier this month that it is [opening an Africa branch office in Nairobi](#), Kenya, led by Managing Director Vivien Marles, who was previously research director for Synovate Pan-Africa. In summer 2010, [Dr. Gerry Power became Managing Director of InterMedia's office in London](#). Like Cooper, Power came from the BBC World Service Trust, where he was director of research and learning.

-ends-

About InterMedia:

InterMedia (www.intermedia.org) is a research-based consultancy providing strategic guidance and insight on the views and behaviors of people worldwide, especially among hard-to-reach populations. We create strategies for effective engagement in an increasingly complex media and communication environment - notably, by helping clients to map and measure how people gather, share and shape information. InterMedia also works with partners across the developing world to strengthen local research capacity.

On the ground in about 60 countries annually, InterMedia's 40-plus research experts use innovative techniques to understand how information, communication and media resources can deliver impact. InterMedia's clients include the World Bank, USAID, the Bill and Melinda Gates Foundation, UNDP, UNESCO, Australia Broadcasting Corporation, the BBC World Service, the Department of State, Deutsche Welle, Sesame Workshop and the U.S. Broadcasting Board of Governors. InterMedia has offices in Washington, D.C., London, UK, and Nairobi, Kenya.

InterMedia created [AudienceScapes](http://www.audiencescapes.org) (www.audiencescapes.org), the integrated research program and online resource center that improves development outcomes through knowledge sharing and dissemination of research and analysis in a user-friendly format.

For more information about InterMedia's products and services, please contact:

- **Washington:** Susan Gigli, Chief Operating Officer
giglis@intermedia.org; tel. +1.202-434.9331
- **London:** Dr. Gerry Power, Managing Director
powerg@intermedia.org; tel. +44.207.831.8724
- **Nairobi:** Vivien Marles, Managing Director
marlesv@intermedia.org; tel. +254.720.109183