



SPEAKER PROFILE

Steve Garton
Executive Director, Media
Synovate Ltd.

Steve Garton has 37 years of experience working on the client, advertising agency, media owner and market research sides of the business, based in the UK, Australasia, and Asia Pacific. He has developed entirely new services for sectors such as the Internet, and built multi-regional surveys such as PAX, the currency for upscale audiences in Asia Pacific, Middle East and beyond.

He is particularly focused on the discovery of new insights into the relationship between media and its audiences, and how digital technology will influence the future of advertising.

Steve is a frequent public speaker at major international events and holds an MA at Oxford University.

Steve Garton
《Synovate Ltd. 》
媒体研究行政总监

Steve Garton 拥有 37 年经验，先后于英国、澳大利亚及亚太地区不同跨国著名企业、广告公司、媒体公司及市场调研公司工作。他一直致力发展全新的调研服务，如开拓互联网媒体调研，和建立不同的跨地区研究，例如 EMS 与 PAX，主要以欧洲、亚太、中东的高端观众为研究对象。

他致力于探索媒体与观众间之关系，以及负责媒体调研开发，也同时研究电子技术对未来广告业的影响。

Garton 先生持有英国牛津大学硕士，常在重大国际活动中发表演说。