

## EXECUTIVE PROFILE



**Peter Gale**

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**Managing Director, Regional Retailer Services  
Nielsen Asia Pacific**

“I was educated at Southampton University in England and obtained an Honours degree in Accountancy and Law. I then worked at ACNielsen for 3 years as an Account Manager, working with many leading manufacturers. This was followed by 5 years at Safeway, a leading UK Supermarket chain, where I was responsible for running Category Management projects with suppliers. In 1994 I came to Asia and have spent the last 13 years as Nielsen’s Retailer Services Director, helping to develop the use of information with the leading retailers in the region”