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## R3 Boosts Research Team With New Director

By: Erica Ng, China – Beijing

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Beijing - Marketing consultant R3 has appointed Sabrina Lee in a newly created role of director of R3-GC China in an effort to expand its research team in the country.

In her new role, Lee is tasked to connect R3 with local marketers, agencies and media in China. She will report to Greg Paull, principal of R3.

Lee said that it is her mission to move R3 to the next tier as the agency has already built up a strong proposition of measuring effectiveness and efficiency for the larger advertisers.

With Lee on board, one of R3's first initiatives is a report on China's top 150 agencies which will be released this month.

Prior to R3, Lee was at a senior role at Dentsu Beijing, where she worked with Lexus, Toyota and the NBA.

R3-GC is a partnership between R3 and Grupo Consultores focused on researching marketing and client-agency trends in Asia Pacific.

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