

ALEX JOHNSON – Director, Innovation Group, Kantar Operations.



Alex has worked in technology since the mid 90s, for most of which in Kantar. He joined Millward Brown in 2000 as a web technology specialist, having spent a number of years working in the web industry. He later joined Kantar's shared services division, Kantar Operations, to focus on the development of software to support data collection. He now heads up innovation.

Alex also runs a Kantar-wide initiative called InTouch, which pools the energies and experience of the Kantar companies to meet the challenges of respondent expectations in a rapidly changing digital world, as well as being a member of the Kantar Digital Board.