

GUY ROLFE – Global Mobile Knowledge Leader, Kantar Group.



Guy Rolfe is the Mobile Knowledge Leader for Kantar, the Insight and Consultancy arm of WPP.

He has overseen the development of Kantar systems to enable mobile research and continues to spearhead the exploration of emerging technologies and techniques.

He also facilitates group-wide collaboration and fosters collective learning, acting as both mobile evangelist and knowledge hub; he works closely with researchers to help them fully explore and exploit the product potential.

Guy has been in market research for more than 18 years and started using mobile phones to collect data some 8 years ago.