

KEN PARKER – Chairman, Discovery Research.



Ken has been around a long time, 35 years as a qual/quant researcher, to be honest. He is a Fellow of the MRS, bestowed on him because of dedication to training and Conference.

After a four year stint at NOP, he joined RSL (now IPSOS MORI), leaving as a Joint Managing Director, to set up his own company Discovery Research together with Trish Parker. Since then they have also set up Spectrum Viewing Facilities (the largest in the UK), and more recently The Thinking Shed.

For fourteen years he has lectured at the prestigious MRS Summer School on 'How to Present Insight', regularly achieving the highest delegate scores among all the lecturers. He was also on the MRS Conference Committee for six years, with overall responsibility for ensuring speakers adhered to the rules and presented to their best abilities.

A high point was securing Peter Kenyon (CEO Manchester United) to be the Keynote Speaker, and then chairing the session. He was given the Chairman's 'Best Contribution to Conference' Award.

Ken is a regular speaker on the research circuit and has chaired sessions for ESOMAR on sponsorship, and on product placement. Indeed, sport and sponsorship research has been a keen specialist area of Ken's for many years. He has spoken at over 20 conferences worldwide on the subject, has been invited onto television programmes and to write articles for the media (including a full page in The Times) on the subject. Together with Trish, he was awarded the MRS Conference 'Best Presented Paper' for 'The West Ham Syndrome'.

He has presented in some of the 'highest places', including to the United Nations and the International Olympic Committee (presenting on the worldwide qualitative research for the Atlanta Games, thereafter being appointed to join the Sydney Olympics Marketing Think Tank), as well as conducting the research that led to the setting up of the Premier League and then the Champions League.

He is a passionate skier (on the slopes for eight weeks a year), is President of Enfield Cricket Club, has a season ticket at Spurs, and still graces the odd football pitch.