

## **Martin Oxley, Managing Director, BuzzBack Europe.**



Martin has worked in research for 20 years and in this time has worked for two of the biggest global firms Ipsos and TNS. He has been 'banging on' about online since the early days and is now pleased to see that the real promise of the internet is being fulfilled. He joined BuzzBack because it was 'flight of foot', entrepreneurial and delivering on the promise of the web.

He has been a regular speaker at ESOMAR, MRS and other industry conferences and has won the best case study at ESOMAR Congress. He is also a fellow of the MRS. He coined the expression research 2.0 to reflect the impact of new technology on research and the need for it to reinvent itself. He is also fascinated by the fact that some commentators are now talking about research 3.0 – but when challenged few can define it.

He is a big fan of Spike Milligan and the surrealists - but doesn't like to talk about it.