

MIKE COOKE – Global Director, GfK Online Development Centre of Excellence.



Mike is the Global Director of GfK's Online Centre of Excellence responsible for online strategy and research methodology as well as Chair of GfK's International Online Futures Team & a member of the Digital Futures Team..

A Fellow of the Market Research Society and the Royal Society of Arts Mike has been in research since 1973 and held many industry positions. He is currently on the Council of ESOMAR where he is portfolio holder for Professional Standards.

He is a Trustee of the Marketing Sciences Institute in the USA. He has been Vice Chairman of the British Market Research Society and has served on the Executive of the Social Research Association and on the Council of the Association of Management Sciences.

A well known speaker on marketing research, he has given many papers at MRS, ESOMAR and CASRO University events. He is regular lecturer for the MRS on their educational courses and has been an external examiner for the MRS diploma. He is currently a member of the Executive Editorial Board of the International Journal of Market Research.

He was awarded the ESOMAR Excellence Award for the Best Paper presented at any ESOMAR event in 2008. He also won the ESOMAR 2007 Congress Award for "Best Case History" for his work on training the next generation of market researchers. This paper showed how research agencies and clients can use self defined learning and Web 2.0 applications to provide the next generation with the skills that they will need to provide consumer insights.

At the ESOMAR 2007 Online Panels Conference, in the USA, his paper "Market Measurement: the next frontier for panel research" was nominated for the ESOMAR Excellence Award 2007/2008. This paper describes the issues involved in migrating a major market measurement study online.

He won the Market Research Society's "Research Effectiveness Award" for his research on music and education. This research is now ongoing and was cited by HM Government in 1998 in the context of its decisions to act to remedy inadequacies in the provision of music education in the UK.

In 1999 he was awarded the honorary post of Visiting Research Officer in Media studies at the University of Leeds in recognition of his work in the new media field.

He is a graduate of the London School of Economics, where he won both the Harold Laski Prize for Government and the LSE Undergraduate Scholarship. He also has a Masters degree, in Political Behaviour, from the University of Essex.