

**PETE CAPE – Global Knowledge Director, Survey Sampling International.**



Pete has over 20 years experience in Market Research.

Initially a specialist in international telephone research he was a founder member of TNS Interactive in the late nineties and has concentrated on online research ever since.

Joining Survey Sampling in 2005 he oversaw the rapid development of their online business in the UK and became Global Knowledge Director in 2006.

He is a frequent speaker at conferences, seminars and training workshops around the globe and a regular contributor to research and marketing publications.