

## **RAZ KHAN – Managing Director, Cobalt Sky.**

*Conference Chair.*



Raz has worked in market research IT since 1977 and is currently managing director of Cobalt Sky, an IT services company. Prior to being a founder of Cobalt Sky he worked at Quantime, AGB and PBT specialising in data processing.

He has been on the ASC committee since 2000 and is also on the council of the Market Research Society.

He also organises the European conferences for users of SPSS's market research software.

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

*Keynote: The Engagement Agenda.*



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.

### **ALEX JOHNSON – Director, Innovation Group, Kantar Operations.**

*Minimising the Experiential Gap – The Importance of a Holistic Approach.*



Alex has worked in technology since the mid 90s, for most of which in Kantar. He joined Millward Brown in 2000 as a web technology specialist, having spent a number of years working in the web industry. He later joined Kantar's shared services division, Kantar Operations, to focus on the development of software to support data collection. He now heads up innovation.

Alex also runs a Kantar-wide initiative called InTouch, which pools the energies and experience of the Kantar companies to meet the challenges of respondent expectations in a rapidly changing digital world, as well as being a member of the Kantar Digital Board.

### **GUY ROLFE – Global Mobile Knowledge Leader, Kantar Group.**

*Minimising the Experiential Gap – The Importance of a Holistic Approach.*



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.

## **KEN PARKER – Chairman, Discovery Research.**

*Engaging Qualitative Respondents.*



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.

**MICHAEL THOMPSON – Director, GfK NOP Social Research.**

*Avatars and Average Joes. Integrating online research with traditional methods.*



Michael has ten years' experience of carrying out qualitative research for central government departments, government agencies and local government and in that time has run high profile studies on the subjects of tax, transport and infant feeding (to name just three).

He has carried out communications and behaviour change research for clients such as COI, the Department for Work & Pensions, the Department of Health and the Gambling Commission.

Michael specialises in researching 'hard to reach' groups and in the last year has interviewed problem gamblers, transgender people and Gypsy travellers.

He has spoken at the annual conferences of the Social Research Association and Association of Public Service Excellence and frequently delivers training on qualitative research methods.

**NATALIE TAYLOR, Research Manager, GfK NOP Social Research.**

*Avatars and Average Joes. Integrating online research with traditional methods.*



Natalie Taylor is a Research Manager at GfK NOP Social Research. She has worked in social research since 2005, managing projects on behalf of government departments and agencies, charities and public bodies.

Natalie is a dedicated qualitative researcher and has managed a range of research studies from those that require sensitive moderation to those with senior government stakeholders, as well as policy evaluations and communications reviews.

She is experienced in interviewing people from hard to reach groups, including disabled people, elderly people and benefits claimants, and is skilled in using a range of qualitative methodologies and techniques, including online methods.

Natalie spoke at the 2009 Social Research Association Annual Conference on the subject of housing and social mobility.

**PETE CAPE – Global Knowledge Director, Survey Sampling International.**  
*Router Effects: Trading off Sample Bias for Data Quality and Engagement.*



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.

**WILL GOODHAND – Juicy Evangelist, Brainjuicer.**  
*Digividuals – Robot Avatars*



Will Goodhand is specialist in front end innovation at global PLC BrainJuicer and a frequent speaker at industry conferences. His focus is harnessing the full potential of the Internet and social media to enable faster and better innovation, reinventing both qualitative and quantitative approaches.

Formerly Director at comms specialist Ipsos ASI, Will's brief encompasses new product development (NPD) and communications. Prior to this, Will worked as brand planner at boutique KSBR Brand Futures, specializing in brand positioning and NPD.

A stand-up comedian in his spare time, Will is writing a sitcom about marketing, but is blaming any delay on the fact there is so much material to condense!

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

*Optimising Concepts – Sharpen up your focus.*



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.

**JOHN McCONNELL – Founder, Analytical People.**

*Data Visualisation.*



John McConnell is the founder of Analytical People. He has been delivering Analytical Consulting Services in a broad range of business and research areas for over 20 years. The type of projects he is involved in range from ad-hoc analyses through to multi-user high-end, automated, analytical solutions delivery with Statistical, Data Mining and Predictive Analytics methods and technologies.

In the past 10 years John has been involved in a number of ventures in Europe and North America which have applied advanced analytical methodologies. In 2004 he co-founded Applied Insights which specialised in the application of Advanced Digital Analytics. Applied Insights was acquired by Foviance in November 2008 and Analytical People was launched.

His recent modelling work with Reed Business Information (RBI), for example, resulted in RBI winning "Best use of data" and the "Best customer retention strategy" at the magazine publishing industry conference in 2008.

**TIM MACER – Founder, meaning ltd.**

*It doesn't have to be Powerpoint. A review of alternatives for presenting market research data.*



Tim Macer is the founder of meaning ltd, a UK-based consulting company specialising in the application of technology to market and opinion research.

Tim has established a reputation internationally as an authoritative, independent analyst and commentator on software for survey research, and is often called on by industry bodies, companies and individuals to provide an independent perspective.

He is a member of the editorial advisory board for the International Journal of Market Research, a full member of MRS, serves on the committee of the Association for Survey Computing (ASC).

His work on a technology project for the Internet bank Egg won the MRS Research Excellence and Effectiveness Best New Thinking award in 2007.

As a writer, Tim Macer contributes regularly to two industry-respected magazines - Research in the UK and Quirk's in the USA - on software and technology, and has published numerous papers and articles on the subject. In 2006,

Tim was appointed Visiting Senior Fellow at the University of Southampton. In 2008, with David F Birks, he jointly edited "Marketing Research: Critical Perspectives", a new four-volume anthology of definitive essays and papers on the subject, published by Routledge.