

AMSRO

ASSOCIATION OF MARKET AND SOCIAL RESEARCH ORGANISATIONS

MEET THE AMSRO EXECUTIVE TEAM FOR 2020-21

The following office bearers were elected at the AGM on Thursday 29 October 2020, for a one-year term 2020-2021:

1. George Zdanowicz	President	Enhance Research
2. Marc L'Huilier	Vice-President	EY Sweeney
3. Josephine Foti	Secretary	Wallis Consulting Group
4. Sarah Wrigley	Treasurer	Gundabluey Research

Five General Committee members were also elected:

1. Martin Filz, Pureprofile
2. Laura Robbie, YouGov Australia
3. Simon Wake, Ipsos
4. Jenny Witham, Fiftyfive5
5. Craig Young, Engine

President - George Zdanowicz, Enhance Research



George is the CEO of Enhance Research, based in Brisbane. He has over 25 years' experience in market and social research, having worked in both client and agency research roles. George is a Qualified Professional Researcher (QPR) and a Fellow of the Australian Marketing Institute (FAMI) and Certified Practising Marketer (CPM). George has been an active participant in the industry including a long-term involvement with AMSRO, serving as Treasurer of AMRSO for two years prior to being elected President for the first time in 2019. George continues to focus on ensuring that AMSRO delivers valued services to its members and actively represents the progressive and diverse research and insights industry. To contact George - 0412 370 393

Vice President - Marc L'Huilier, EY Sweeney



organisation for all members. To contact Marc - 0413 919 195

Marc has over 25 years' experience in the industry and has conducted research across a wide range of countries. He was the CEO of Sweeney Research for ten years and in that role led the business through the 2014 acquisition by Ernst & Young (EY). Now as a Partner in Advisory at EY and the Managing Partner of EY Sweeney, Marc brings a broad perspective to AMSRO. Marc draws on his role in a major global professional services firm to ensure the industry continues to be well positioned for the future. Marc has been an active industry participant over a long period of time, including sitting on the AMSRO committee for the past eight years which saw him play a key role in re-shaping the annual Leaders Forum. As a key member of the Executive, Marc continues to focus on helping to ensure AMSRO is a progressive, effective, and relevant

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Treasurer - Sarah Wrigley, Gundabluey Research



For over 20 years, Sarah has run her own successful consultancy, Gundabluey Research, based in Victoria and prior to that spent 10 years at ACNielsen. Sarah is an active member of industry holding various roles across many years, including as an AMSRO Executive member from 2012 to 2015, the wider committee and chair of the Leaders Forum sub-committee. Sarah is also a long term AMSRS IRG member, has won two Research Effectiveness Awards and has been a member of the AMSRS for 30 years. Sarah has served across four boards, including Chairman of a Community Bank for 8 years and the prestigious Royal Botanic Gardens of Victoria Board and brings considerable governance, risk, and finance experience as well as an understanding of running a successful small business.

This year, Sarah continues in the role of Treasurer to ensure AMSRO member funds continue to be managed judiciously on behalf of members and AMSRO maintains its current robust financial position. To contact Sarah - 0412 186302

Secretary – Josephine Foti, Wallis Consulting Group



Josephine is a passionate leader and researcher with over 20 years' experience in the industry. The director and owner of Wallis, she works with all levels of the business to drive continuous improvement and industry best practice.

Josephine has a wealth of knowledge across a diverse range of industries and has been responsible for many high-profile, complex projects. She is particularly interested in research in the area of disadvantage and working with marginalised and vulnerable groups.

A long term AMSRO member, she has this year taken on the position of Secretary to continue to help shape the future of research – ensuring it is useful, usable and accessible to all. To contact Josephine - 0401 518 191

General Member - Martin Filz, Pureprofile



Martin joins the AMSRO as a General Executive Committee member, and also holds the role of CEO at data and insights business Pureprofile. With more than 20 years' experience, Martin is one of the most well-respected and influential research industry leaders. He has worked in several senior executive positions, including as EMEA and APAC Managing Director at Research Now (now Dynata) and EMEA/APAC CEO at Kantar-owned, Lightspeed GMI.

A pioneer of online measurement and research, Martin is active in digital and research bodies including the Market Research Society, and the Interactive Advertising Bureau (IAB). To contact Martin - 0466 356 388

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General Member - Laura Robbie, YouGov Australia



Laura is the General Manager of Australia for the international market research and data analytics company, YouGov.

In her data focused career over the last 15 years, Laura has worked in Europe, the States and extensively throughout Asia. Her experience and interest are in digital innovation and scaling businesses and teams for success following acquisitions and mergers. She has successfully restructured and led teams through the aftermath of several global and local market acquisitions – Research Now by Erewards, GMI by Lightspeed Research and most recently Galaxy Research by YouGov. Laura has been actively contributing to the research industry for some time, having served as an AMSRO committee member for 4 years, as a long-time member of the Research Society and through other training and mentorship roles.

For many years, Laura has been recruiting into the industry with a firm focus on Inclusion and Diversity. She has an extensive network in the Australian market and is dedicated to making Market Research an attractive proposition and career path for top talent. To contact Laura - 0416 604 314

General Member - Simon Wake, Ipsos



Simon Wake is the CEO for Ipsos in Australia & New Zealand. Simon was previously Managing Director of Ipsos MediaCT and prior to that was Director of Marketing at Fairfax Media, after working in news media publishing for close to 10 years.

Simon joined the AMSRO Executive over six years ago and continues to bring his knowledge of the industry and understanding of business leadership, digital marketing, brand strategy, communications research, business development, PR and communications strategy and planning to the Association.

To contact Simon - 0410 650 841

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General Member - Jenny Witham, Fiftyfive5



Jenny is the Director of Fiftyfive5 in Melbourne. Jenny has spent over 20 years in market research consulting, pursuing her passion for consumer and citizen insights that translate into strategy. She is a business and client leader, consulting with many of Australia's leading brands and organisations. Jenny's previous roles include Executive Director, Strategic Client Partner for Kantar, Chief Client Officer of Colmar Brunton, and Jenny spent 9 years as Managing Director of Colmar Brunton in Melbourne.

Jenny has been a member of the AMSRO National Committee since January 2018 and joins the AMSRO Executive in 2021. She is a member of ESOMAR and The Research Society and enjoys presenting at industry conferences and events to share thought leadership and client success stories. Jenny brings her experience in company leadership and a growth focus to the association. She has served on the member acquisition sub-committee.

To contact Jenny - 0402 272 044

General Member - Craig Young, Engine



Craig is the Australian Managing Director of ENGINE, a global marketing and communications group. He is responsible for the growth, direction and combined P&L for ENGINE's insights, digital consulting and media agency services in Australia. Craig has over 20 years of experience in management and consulting roles, including at Nielsen in Hong Kong and Roy Morgan Research in Australia. Craig has been a member of AMSRS for over 20 years and a QPMR since the scheme's inception. He has served on the AMSRO Executive since 2013, including as Vice-President (2013-2017) and as President (2017-2019). Craig's contributions to AMSRO include significant involvement in government and stakeholder relations.

During his Presidency industry-wide access to the IPND was granted,

AMSRO commenced new strategic partnerships with AMI, IML and ESOMAR, developed a number of new income streams, and launched a review of association branding and the AMSRO Inquiry into Political Polling following the 2019 Federal Election. To contact Craig - 0421 617 450

Executive Director – Sarah Campbell, AMSRO



AMSRO's Executive Director for nine years, Sarah Campbell manages the day to day running of the Association. A communications and stakeholder engagement specialist, Sarah has 20 years' experience in corporate, government and public relations and prior to joining AMSRO worked for some of Australia's most recognised organisations including: FOXTEL, ABC-TV, News Corp and UNICEF. AMSRO highlights under Sarah's administration: the launch of our industry Trust Mark campaign; Australia's only industry registered APP Industry Privacy Code; a reinvigorated Leaders Forum, significant progress and changes on the IPND Scheme and stronger connections with government; an effective NUW-AMSRO Agreement (two over six years); the introduction of new strategic partnerships and more recently, the Inquiry into the Performance of the Opinion Polls at the 2019 Australian Federal Election. To contact Sarah: 0417 665 144