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Name Surname	Lucy Davison
Job title	Managing Director
Company	Keen as Mustard Marketing
Country	United Kingdom (GB)
Applying for	<input type="radio"/> President <input type="radio"/> Vice President <input checked="" type="radio"/> Council Member

Supported by

Supporting member 1
Adam Warner

Supporting member 2
Crispin Beale

Supporting member 3
Alexander Wheatley

Supporting member 4
Greg Clayton

Supporting member 5
Tom Ewing

Education & professional activities

- Founder of specialist marketing agency Keen as Mustard Marketing, 2006
- Global Marketing Director Research International 2000-2006
- Member of Business Intelligence Group Committee and Conference 2008-2018
- Committee Member of Marketing Society 2002-2005 -BA (Hons) English Literature, University College London 1986
- BA (Hons) Landscape Architecture, Greenwich University 1996
- Scholarship to study literature at Dartmouth College, New Hampshire USA 1984

Activities on behalf of ESOMAR

- Speaker at Congress in Athens 2010 (DIY Research)
- Amsterdam 2011 (Communicating Insights)
- and workshops on Communicating Insights at Congress in Atlanta 2012
- Qual in Valencia 2013
- MENAP in Dubai 2013
- and Congress Dublin 2015
- UK Rep 2014 until now, running a series of events in London (3 a year)
- and attending student events at Hult and Cranfield business schools 2014-2018
- UK newsletter distributed twice a year
- Led strategic development of single over-riding message of 'The Global Insights Community'
- and revamp of ESOMAR website 2017

Other activities

- Author of Financial Times report 'Building Brands through packaging design' published 1997
- Author of 'The future's bright - the future's branded' or, how branding is the future of the marketing research industry
- Journal of Brand Strategy, (with Paul Buckley, Oral Care Insights Director, GSK), 2015 -Winner of MRS/BIG Conference Award 2015 for Strategic Thinking

Personal statement

Let's face it, we in data and insights have an image problem. The public does not understand what we do. Or, even worse, the public think they know what we do and most often get it wrong ? they think of incorrect polling, stealing personal data, boring 40-minute clipboard interviews? This has strong negative repercussions. We don't get the pick of students and graduates to enter the industry. A lot of business people are suspicious of us; SME's do not want to use research as they do not understand the benefits. We are constantly on the back foot, needing to explain and sell the benefits of what we do even within the marketing industry. And finally, perhaps most problematically, we have a dwindling pool of people to take part on our studies ? unless we build the profile and value of insight we are staring down the barrel of a gun. So, I am on a mission to change the face of research and insights. As the only person to stand for Council who has over 30 years experience in marketing and brand building, as a marketer, and implementer and not only as a researcher and strategist, I am best placed to help ESOMAR lead the charge to make change happen. My focus on Council will be on developing and supporting the profile of ESOMAR and the insights industry to change our image for good.