



Name Surname	Simon Patterson
Job title	Founder & CEO
Company	QRi Consulting Ltd.
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
Phyllis Macfarlane

Supporting member 2
Dan Foreman

Supporting member 3
John Kearon

Supporting member 4
Sven Arn

Supporting member 5
Andre Linden

Education & professional activities

1. I trained under the late Peter Cooper at CRAM International in London, having previously dropped-out of Agricultural College. In those days no one originally intended to work in Market Research! I worked at CRAM for 30 years and was latterly Managing Director. CRAM International specialised in the application of Projective Techniques and the Internationalisation of Qualitative Research. I was also a Director of CRAM Asia in Bangkok, and a Director of QiQ (QualiQuant®) International. QiQ International was one of the original pioneers in the fusion of Qual and Quant Hybrid research. I founded QRi Consulting in 2010 where we continue the CRAM QiQ philosophy of developing innovative methodologies.
2. I am a Chartered Psychologist (CPsychol). The British Psychological Society (BPS) has an extremely rigorous process to achieve this status and I was awarded it based upon my dissertation on the use of Psychology in a number of International Qualitative Research case studies, and two IJMR (International Journal of Market Research) Papers on the history and development of Qualitative Research.
3. I am on the Board of AQR (Association for Qualitative Research) since 2011 to present. I was AQR Chair: 2015-17 and Vice Chair: 2012-15. I also co-Chaired the AQR/QRCA Qual Conference in Budapest in 2014.
4. I am proud to have become a Fellow of the Market Research Society (FMRS) in 2015. I am also a Trustee of the Archive of Market & Social Research (AMSR), a Registered Charity.
5. I have been the Chair of the Judging Panel of the AQR Prosper Riley-Smith Qualitative Excellence Award since 2012 to present. This annual Award recognises the huge contribution that Qualitative Research makes to modern marketing.

Activities on behalf of ESOMAR

I have been a member of ESOMAR since 1990. My first ESOMAR Conference as a speaker was 1995 at ESOMAR Qual in Amsterdam, where I co-presented "The Future of Qualitative Research" with Peter Cooper. This became the catalyst for the AQR/QRCA joint conferences. 1999 in Athens at ESOMAR Qual, Peter Cooper and I presented "The Trickster. A Theory of Modern Branding & Advertising". This was then featured in ESOMAR's 'Excellence in International Research' in 2000. Other Papers I have presented and/or co-written at ESOMAR are: "Back on Track - A Fresh Direction for the Rexona Brand" (Berlin 2007) with Jaroslav Cir, Unilever, and John Pawle. CRAM QiQ. For the last 8 years I have been a Visiting Lecturer at the Institute of Manufacturing, Cambridge University with Terry Hanby. We use this Case Study to illustrate the importance of Research to Master's Students and Under Graduates. I always mention to the students that this paper was nominated for Best Case Study at ESOMAR. "Chinese Frontiers - Now and Beyond" (Montreal 2008) with Katie Zhou, Peter Cooper, May Qiu, John Pawle "Impact of the Economic Crisis" (Montreux 2009) with Peter Cooper "The Vitality of Qualitative Research in the Era of Blogs and Tweeting" (Barcelona 2010) with Dr Alan Branthwaite "From Terabytes to Archetypes - The Psychology of Internet Security" (Krakow 2012) with Alexander Erofeev, Kaspersky Lab, Moscow "How does your Cappuccino?" (Istanbul 2013). Dominique Delfaud, Mane and John Pawle. Winner of Best Case Study. I presented this at IE School of Social and Behavioral Sciences, Madrid, and at Cranfield School of Management, as part of ESOMAR's Careers event programme. "Girl-Friendly Toilets - Qualitative Insights to the benefit of Female Students in Kathmandu Valley, Nepal. (ESOMAR Foundation 2018) with André Linden In 2012 we put in place, and QRi began sponsoring, the now known as "Best Qualitative Paper ? Peter Cooper Excellence Award". Cooper contributed some 20 Conference Papers at ESOMAR

Other activities

1. I am a big music fan, when I was 17 I started playing the drums in an art punk band called 'The Whippets from Nowhere'! A limited-edition vinyl LP of our original recordings from 1978/79 was released this year (2018) through Record Collector Magazine. From 1980-1983 I was a solo artist under the name Spoon Fazer. I released 2 records and subsequently I have had songs included on Compilation CD's from that era; the most recent was "To the Outside of Everything ? A story of UK Post Punk 1977-1981" (2017), and "Close to the Noise Floor ? formative UK electronica 1975-1984" (2016), both on Cherry Red Records. I love going to live concerts. I've seen many artists including David Bowie, Frank Zappa, Kraftwerk, Pink Floyd, Pharrell Williams and have been to Glastonbury!
2. I am Citizen of the World; My family are very International. My father's parents were from Fiji and New Zealand, my mother's parents were from Guernsey and Devon. My wife is Japanese. We visit Japan once a year. My Sister is married to an American - they live in Colorado. My sister in-law and her husband have a Sushi Restaurant in the Mojave Desert. During my career I have been lucky enough to have travelled the world watching groups and consumer workshops in places as diverse as Almaty, Buenos Aires, Beijing, Santiago, Jakarta, Nairobi, Mumbai, St Petersburg, Tokyo, and Istanbul to mention a few. I have therefore experienced and witnessed the lives of many people around the world and that has given me an insight into understanding consumers and their cultures. Something fascinated by.
3. I'm an avid Sports Fan. I love the atmosphere of live games, especially Rugby, Football, Cricket, and Tennis. I used to play Rugby for my School and won the 110 metre Hurdles when I was 17! I love international competitions like the Rugby World Cup and the Olympic Games, both of which I attended when they were in London recently. I'm really looking forward to the Rugby World Cup in Japan in 2019 and Tokyo 2020

Personal statement

I feel incredibly lucky to have enjoyed (and am still enjoying) a long career in Market Research that has taken me around the world. I have met and interacted with people from so many different cultures, backgrounds, faiths, the rich and the poor. When I started in the early 1980's I never dreamed that I would meet villagers in Kathmandu Valley or present to the Tourism and Trade Ministers of Costa Rica! As a Qualitative Researcher I have had the privilege to talk face to face to people as diverse as young ice cream young consumers in Baku, pensioners in Glasgow, wine drinkers in Dallas, cigarette smokers in Beijing, and even Bugatti Veyron owners in Molesheim. All of this has been helped enormously by working with ESOMAR members. Arriving in a foreign country and knowing that the Research Agency, Viewing Facility and Recruitment is by an ESOMAR member is extremely reassuring, and a symbol of quality, high standards and trustworthiness. Life and Society are changing, Big Data, AI and advanced Mobile technology present us with new opportunities, and new challenges. As a Qualitative Researcher and Chartered Psychologist, I am extremely aware of both the benefits and potential dangers that these new challenges present. As an industry, Market Research is constantly evolving, and it is vital that we keep astride of these changes. Furthermore, Culture is changing and evolving, and it is important that we share our knowledge and experience with developing markets to help them avoid mistakes we have made in the past. Moving forward the ESOMAR Council will benefit from innovative ideas to take on these challenges of the 21st Century. Qualitative thinking, cultural insight and hybrid methodologies have more to offer now than ever before. I believe that my ideas and experience can help ESOMAR embrace the brave new world we now live in. Having been a member for 28 years, I am passionate about ESOMAR and would love to be on the Council.