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Name Surname	Ray Poynter
Job title	Managing Director
Company	The Future Place
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
Noriko Kishida

Supporting member 2
fiona blades

Supporting member 3
Pravin Shekar

Supporting member 4
Peter Harris

Supporting member 5
Alejandro Garnica

Education & professional activities

- BSc - Salford University (Computing Science and Economics), Post-Graduate Certificate of Education - Nottingham University (Maths), Masters Degree - Open University (Research Methodology).
- Market Research teaching experience Saitama University Japan, Nottingham Trent University UK.
- Director level positions since 1980 with Sandpiper Research, The Research Business, IntelliQuest, Millward Brown, Join the Dots and Vision Critical.
- Founder and Managing Director of The Future Place. ? Founder of NewMR.org

Activities on behalf of ESOMAR

- Numerous conference presentations, including Congress, regional events such as APAC and LatAm, and at specialist events such as Qual and Net Effects (where I was also a member of the programme committee). A leader of workshops on topics as varied as presenting, quantitative techniques, and social media.
- Co-author of the ESOMAR book 'Answers to Contemporary Market Research Questions' and author of chapters in ESOMAR's 'Market Research Handbook'.
- Since 2010 I have been the independent consultant running the ESOMAR Global Prices Study and I am a member of the Sounding Board for ESOMAR's Global Market Research Report.

Other activities

- Author of two books published by Wiley 'The Handbook of Online and Social Media Research' & 'The Handbook of Mobile Market Research', and chapters in other books.
- Content author for three courses for the University of Georgia's MRII Principles of Market Research online course (Mobile, Analytics, and Advanced Analytics).
- The provision of workshops and webinars for a wide range of organisations, over the course of more than 30 years.

Personal statement

The world of insights is growing and changing and market research needs to continue to evolve and grow with it. Many of the necessary changes are already being promoted by ESOMAR, for example more members, more diversity, embracing corporates, and broadening the remit of ESOMAR to encompass new forms of research and insight - in particular those relating to analytics, automation, AI, passive data, and data science.

My priorities will be:

1. Expanding the remit of market research to embrace the new possibilities being created by the changes in technology and society.
2. Embedding the existing values of market research, including ethics and respect for individuals, within this enlarged remit for market research.
3. Expanding the reach of ESOMAR in terms of age, diversity, regions, sectors, and income. Let's expand the virtual aspects of ESOMAR to ensure that the benefits reach further and further, building on ESOMAR TV and Webinars.
4. And most importantly, put education and training at the centre of building an exciting future for market research and market researchers.