

MSRA CLIENT WORKSHOP

MAKING YOUR MARKET RESEARCH HAVE IMPACT



SPEAKERS PROFILES

12TH APRIL 2016 | 8.15AM - 4.15PM | JACARANDA HOTEL, NAIROBI

ESOMAR
WORLD RESEARCH

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Phyllis Macfarlane

LIFE-LONG MARKET RESEARCHER

Phyllis is a life-long Market Researcher – starting her career as Assistant Statistician, and culminating as MD of GfK NOP, one of the UK’s largest MR Companies.

Her key interests as a researcher are international, B2B, Market Measurement and Customer Satisfaction Research. Her current main pre-occupation is training – ensuring that the next generation of Market Researchers is ready for the opportunities and challenges ahead – particularly those in developing Markets who do not have the same opportunities for education as their colleagues in Developed Markets.

Now working in GfK’s global organisation, from 2011-2014 she was Project Manager for GfK’s CSR initiative: ‘Training in Africa’ – where the GfK Verein funded Masters degrees and Interviewer Training in Kenya, South Africa, Nigeria and Ghana, to improve the quality of MR in Africa. From 2014 she has continued training students enrolled in Market Research education courses which are part of the GfK Verein University Cooperation programme, including the Masters in Marketing at the University of Nairobi, and courses in Beijing and Shanghai.

Phyllis is currently a Board member the UK Market Research Society (MRS), and Treasurer of the ESOMAR Foundation. She was joint winner of the 2008 ESOMAR Excellence Award for her paper with Mike Cooke: ‘Training the Next Generation: it’s Market Research but not as we know it’. She has a B.Sc Hons in Mathematics from University College London, and is a Fellow of the MRS.

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Pervin Olgun

**FOUNDER AND CHAIRPERSON BAREM RESEARCH,
TURKEY**

Pervin Olgun founded Barem in 1982 as the third research agency of Turkey, dedicating her career to the establishment and growth of the industry.

She took the pioneering role in institutionalizing academic MR principles and quality systems; initiated and lectured trainings in collaboration with Turkish Marketing & Opinion Research Association (TUAD). In various periods, she served ESOMAR as country representative for more than 10 years; acted as board member and head of ethical committee of TUAD. Pervin is elected as a member of ESOMAR Council for 2015-2016.

Pervin started local initiative in setting up sector quality standards; together with the prominent global and local companies signed the 'Declaration of Turkish Quality Movement' in 2004. Barem was the first to acquire ISO 20252 in Turkey and one of the leading agencies in the world. She locally promoted ISO 20252 which recently became a must for TUAD corporate membership; and promoted ESOMAR which is now a prerequisite to public tenders. Received the first 'European Foundation for Quality Management 4*' award in 2007-the first MR agency in the world- followed by 5* award in 2009; and by 'National Quality Prize' in 2010.

She gained global MR experience during 15 years of Research International membership and her ongoing 5 years presence in WIN-GIA. She actively took role in social responsibility projects, has many years of experience as board member in leading NGO's; TUAD, TEMA [The Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats] and IAA [International Advertising Association]

A mother of 3 sons, Pervin Olgun studied Mathematics and Statistics, was awarded by a scholarship by CENTO to University of London for postgraduate studies on statistics. Having received her associate professorship degree in Trakya University, she worked as Head of Statistics Discipline for 10 years, developed several mathematical models in bio-statistics. She is actively working as the Chairman of Barem, one of Turkey's biggest research agencies.

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Meltem Karahan

DIRECTOR, CONSUMER INSIGHTS AT P&G

I joined P&G after graduating from Bogazici University in Istanbul, with BSc degree in Industrial Engineering.

I started my career in the UK with a training assignment in Market Research Department. I learned about research tools and techniques as well as their applications. Part of my training was with a research supplier doing door-to-door interviews to experience how respondents reacted to different types and lengths of questionnaires.

Completing the training assignment in the UK, I returned to Turkey and established P&G's Market Research organization and practices there. I assessed the fit and relevancy of our product categories for this market which was a new expansion area for P&G. I also generated local consumer insights and launched new research methods to measure the effectiveness of our communication..

I then moved to the USA and led consumer research efforts for our laundry category. While there, I also worked on developing global guidelines for new market entry strategies, highlighting the importance of understanding the local consumers, their habits and social/cultural systems impacting on their lives.

As P&G expanded in Central, Eastern Europe, Middle East and Africa, I moved back to Europe and held regional responsibilities to support our expansions and launches in the CEEMEA region. I led market research efforts for some of our very successful launches such as, Head & Shoulders shampoo and Fairy Dishwashing Liquid in Turkey, Olay Beauty Care in Russia, Ariel Laundry Detergent in Kenya and South Africa. Finally, I led development of global consumer strategies and insights for Duracell Batteries where key focus has been to grow Duracell in Asia and Latin America, building on a very successful business in North America and Europe.

Over 25+ years of career history, I had the opportunity to meet consumers all around the world and enjoyed working with many valuable research supplier partners.

I am currently based in Switzerland. I am married and have 2 children, aged 22 and 18.

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Kim Leonard Smouter

GOVERNMENT AFFAIRS MANAGER, ESOMAR

Responsible for ESOMAR's global public and government affairs programme since 2012, Kim is on the front lines championing the industry's positions in meetings with regulators and consumer advocates alike. With nearly a decade's experience in Brussels, he has amassed a strong inter-disciplinary network to raise market research's white-hat profile.

Prior to joining ESOMAR's team, Kim served as Secretary General of the European Network of National Civil Society Associations, a network of non-profit umbrella bodies, with responsibilities for coordinating the advocacy activities and establishing the permanent secretariat.

Kim also served in the public sector, working for a British Regional Government Agency specialising in the field of employment, social affairs, education and training. He previously also coordinated in the European Parliament a cross-party forum for 60+ Members of European Parliament.

As a result of this experience, Kim brings a unique perspective with his ability to understand and express the needs, interests, and expectations of all the actors that will define the operating environment for research in the years to come.

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Joe Otin

CEO, THE COLLECTIVE INTERACTIVE AD AGENCY

For the past 20 years Joe has been influential in the advertising and media industry across Africa. He is the former Managing Director of Ipsos Media division in pan-Africa, where he oversaw the operations in 7 African countries and grew the revenue by 30% annually for over 7 years, automated the media monitoring process and managed the development of audience research through the Kenya Advertising Research Foundation (KARF).

Having studied the advertising industry in insurmountable detail over the last 9 years, he founded The Collective in order to serve the market need created by technological advancements in Africa, firstly around mobile telephony and subsequently through Internet and social media growth. The Collective is an interactive ad agency focusing on social media management and digital advertising with its headquarters in Nairobi, Kenya.

Joe is the Chairman of the Advertising Standards Committee in Kenya, the Vice President of the Pan-African Media Research Organization (PAMRO), a member of the Marketing Society of Kenya (MSK) and the Public Relations Society of Kenya (PRSK). He received the distinguished Marketing Society of Kenya Warrior Award in 2010. He has published numerous papers including 'Is Africa Ready for Advertising ROI Measurement', 'Social Media ROI Measurement', and 'New Business Models for a Changing Media' among others.

He has sat on the judging panel of the Public Relations Society of Kenya Excellence Awards for 8 consecutive years and was a judge for the Eve Woman of the Year Awards in 2006.

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Angela Mwirigi

DIVISIONAL DIRECTOR MARKETING AND COMMUNICATIONS, KCB

Having studied the advertising industry in insurmountable detail Angela Mwirigi, Director, Marketing and Communications, Kenya Commercial Bank.

Angela juggles between ensuring customer satisfaction and keeping Kenya's biggest bank - by assets - visible throughout the region with the continuous rollout of innovative products and services.



Jane Nzomo

C/FOUNDER & MD OF CONSUMER OPTIONS

Jane Nzomo is co-founder and the Managing Director of Consumer Options Ltd.

She has 20 years of market research experience across different sectors. She has guest-lectured on 'Market Research Methodologies' at the University of Nairobi,

MSRA basic training program and at International School of Advertising (ISA).

Jane is a former Chairperson of Kenya's Marketing and Social Research Association (MSRA) and a member of the MSRA Ethics committee.