

The Richmond

Market Insight Forum



**Sioned Winfield &
Isobel Macdonald**

Better human insights

Learn how PepsiCo Leverages Big and Thick Data to Inform Brand Growth Strategies



The Role of the Future Researcher

Jane Frost, CEO, The Market Research Society, Parves Khan, Former CEO, ESOMAR and Shazia Ali, Consultant

The Market Insight Forum 7 June 2023

Highlights

WHAT IS RESILIENCE AND HOW CAN WE ACHIEVE IT?

Professor Steve Peters opens The 2023 Market Insight Forum



“Fear of Failure Doesn’t Exist”

Prof Steve Peters opened The Market Insight Forum 2023 with energy, humour and a clear and pertinent message: you can **unlock your potential and achieve peak performance**.

Prof Peters jumped straight into his view that there are **‘fantastic minds that don’t run very well’**. Drawing from his acclaimed book, “A Path Through the Jungle,” Peters shed light on the three distinct parts of our brain and the importance of managing them effectively in business.

“Any machine doesn’t run if you don’t operate it properly”





Peters emphasised that while he may not know what each person's mind looks like, he has a deep understanding of how it runs. He likened the mind to a machine that often lacks proper management. This lack of control over our own thoughts and emotions leads to anxiety and other negative emotional states that hinder productivity.

Peters pointed out an internal struggle that takes place within us. The human mind can be divided into three key components: **the Human, the Chimp, and the Computer.**

The Human represents our rational, logical thinking, while the Chimp refers to the emotional, impulsive, and instinctive side of our nature. The Computer stores and retrieves information, acting as a memory bank – but can be inaccurate.

Peters argues that the Chimp is responsible for many of our irrational thoughts, emotions, and behaviours. By understanding the Chimp's nature and learning to manage it effectively, individuals can gain greater control over their lives and improve their overall well-being. We can employ practical strategies and techniques to tame the Chimp, develop emotional intelligence, and make better decisions.

“The Chimp is built to react. It can't be controlled but it can be managed”

Peters talked about common challenges we as humans face: low self-esteem or imposter syndrome, and our ability to cope and handle such

Prof. Steve Peters is a renowned psychiatrist and author known for his expertise in sports psychology. He gained widespread recognition for his work with British cycling, helping athletes achieve extraordinary success.

Peters developed the “Chimp Paradox” model, which explores the complexities of the human mind and how it affects performance. His ground breaking approach has been widely embraced by athletes, coaches, and individuals seeking personal development.



100% rated the event overall as excellent/good

challenges. Peters stressed the importance of operating the mind-machine properly. He talked about the **fear of failure** stating that the reality is that we fear not being able to deal with the consequences of failure.

“Robustness is having a rational and emotional skill... you have to acquire resilience... the more you practise, the better you get.”

His final words and question resonated with the audience:

“You have got to have a good relationship with yourself – only you know what works for you. Are you managing your mind optimally?”

100%

of our suppliers rated the seniority of delegates as excellent/good





SPARKING INNOVATION

Nic Umana,
Global Agile Innovation
Human Intelligence
Director, Mars Wrigley.
Neil Cocker,
Start-up Mentor.
Oliver Pattenden,
Global Research
& Insight Director,
Sustainability,
Accenture Song.

This session brought together three brilliant humans exploring the topic of innovation coming in from different perspectives.

Seamlessly moderated by Neil, with a wealth of knowledge from the start up world, he highlights that 40% of businesses fail because they are building things that no one needs and raising the question of how does being agile help with that?

Nic, who comes from working at a global brand which is continually exploring new ideas and products. Her purpose in the role she plays is about ensuring humans thrive. Her approach to being agile was raising the point that it isn't just about a methodology but also a mindset *"Its thinking about being agile versus doing agile"* further making a great point that *"Agile isn't about going quickly, it's about slowing down"*.

Oliver brought with him the perspective of an anthropologist. As a specialist in ethics and the way in which



“Excellent! Inspiring, exhausting but so worthwhile
Head of Customer & Behavioural Insight
Ofgem

Today's thoughts were:

“Even if you are not working in an agile way you can apply an agile mindset and ask yourself, where are you adding value?”
Nic Umana

“Look for opportunities to bring in different time-frames into the conversation. If there is talk about the next two years then also ask about 20 years.”
Oliver Pattenden

For the future remember that;

“no matter what the tech make sure to keep the human at the heart of the conversation.”
Nic Umana

“see everything as an object of enquiry. Question what is re significance of that device or that presentation or that noise? It will open up the richness of insight and lead to brilliant innovation”
Oliver Pattenden



THE ROLE OF THE FUTURE RESEARCHER

Jane Frost, CEO, The Market Research Society
Parves Khan, Former CEO, ESOMAR and
Shazia Ali, Consultant and Moderator



Our dynamic panel shared their insights on the changing research landscape and the evolving role of researchers.

Jane started by emphasising the importance of recognising the research industry's significance, noting that it is the second-largest market globally and that 40% of all European research is done in the UK. She also highlighted the need to create measurable value for the Chief Financial Officer (CFO).

“We should be focused on constructing a value that is measurable by the CFO”
Jane Frost

Parves acknowledged that there is change but there is also continuity in the role and emphasised the need to understand the customer environment in which they operate. She also touched on how it may be the way that we measure ourselves that is changing.

The panel discussed the huge influence of technology, including digital platforms, predictive analytics, and automated surveys, which may democratise the insight industry but requires careful consideration of governance and privacy. Jane raised concerns about this, asserting the need for intelligent questioning and

for clients to be **‘intelligent commissioners’**.

The discussion then turned to the essential skills needed in today's research landscape. Jane mentioned that the Market Research Society (MRS) is the largest trainer and qualifier in the world. Her view is that we must get the basics right and...

“we need to be able to challenge”. Jane Frost

“Be canny enough to know what is going to stick” -
Jane Frost

Jane identified the following as today's key skills:

- numeracy
- storytelling ability
- business empathy
- agility
- to remain ‘purist’
- ability to find smart answers



She also mentioned the need to be cautious about data security, asserting that platforms like ChatGPT will not be allowed near their data.

Parves contemplated whether researchers have always been generalists, 'Jack of all trades', but highlighted the need to develop new competencies,

"We only need to know enough BUT there is a new muscle we need to develop." Parves Khan

Jane spoke about the need for researchers to collaborate, excel in storytelling, to learn how to lead and to develop consultancy skills. Shazia emphasised the shift from reportage to a growth mindset and collaboration and Parves added the importance of continuous upskilling, learning from mentors and peers, and the impact of remote working on mentorship schemes.

The discussion then turned to the relationship between qualitative and quantitative data. Shazia highlighted the need to track conversations and understand nuances, while Jane emphasised the importance of listening to language and how qualitative research helps define the language to use. Parves asserted that she doesn't think in terms of qualitative/quantitative...

"it's whatever answers your questions... it's about insights to solve the business problem"
Parves Khan

Parves' top five skills centre around:

- Verifying and veracity of data. Demand more rigour and don't take things at face value. Generative AI may play a part at discovery stage
- Adopting a holistic understanding – we need to build relationships internally and break down silos. With so many stakeholders we need to be the honest broker
- Developing a test-and-learn mindset – experiment and look at projects in a different way
- Using your intuition and judgement wrapped in a commercial framework. Whereas we once were deemed 'neutral', stakeholders now want your point of view and answers
- Becoming savvy about foresight – have an idea about different futures, new trends and drivers for change.

The session finished with questions and comments from the audience around the challenges of incorporating User Experience (UX) into research teams and the need for collaboration and a shared language among various departments involved in insights.

A final comment from Parves may really capture the essence of the future role of the researcher:

"Information needs to be a narrative: stakeholders want a succinct story and key actions."
Parves Khan



Panel recommended reading:

***The Insight Alchemist Report* (above)
MRS**

***Read My Pins*
Madeleine Albright**





HOW TO OPTIMISE RESEARCH TEAMS

**Caroline McKinley, Lead User Researcher,
NatWest Group and Tom Byrd,
Insights Director, Amdocs**

One of the standout sessions of the day was the energetic and interactive workshop - where Caroline McKinley from NatWest and Tom Byrd, Amdocs took the lead - engaging in a relaxed but incisive conversation, discussing their own challenges and solutions. The delegates demonstrated a genuine desire to learn and share their personal experiences.

One of the key topics discussed was centralised versus embedded research teams. In a previous role at BT, Tom had successfully implemented a centralisation project. By bringing the research teams together as a central function, they found that training, development, and collaboration became easier, resulting in positive outcomes. The enhanced strategy and career progression within the centralized team were also highlighted.

However, Caroline shared her experience of being part of a central team, expressing that she felt they lost some contact with stakeholders and customers. She advocated for embedding research within different teams

to get closer to the problems and customers they were trying to understand. The debate ensued about whether it was possible to have a blended model that combines aspects of both centralised and embedded approaches. It was also questioned if not being part of a team made it more difficult for junior members to thrive and benefit from mentorship.

“Getting people together solves problems” Tom

The audience shared their own experiences of pockets of research scattered across their organisations and the need to break down silos. Tom emphasised the importance of bringing people together to solve problems, while Caroline encouraged tenacity and asking the right questions. They highlighted the value of being vocal, passionate, and having honest conversations within the business.

“Be brave, ask questions... find out who you should be talking to. If you are a really good researcher, you want to share.” Caroline

Tom emphasised the importance of bringing people together to solve problems, while Caroline encouraged tenacity and asking the right questions.



Tom Byrd





Caroline McKinley



The consensus was that constant learning and self-checking were essential for researchers to stay sharp and avoid becoming complacent.

84%

of suppliers rated the delegates relevance as excellent/good

100%

of delegates rated the opening address with Professor Steve Peters as excellent/good

Partnering with other functions (creating Insight Partners) and embedding researchers within the business were seen as potential solutions to foster collaboration and shared understanding. Building a community of interest, led by someone skilled in connecting people, was also suggested as a way to keep the research conversation and collaboration alive.

The workshop delved into the challenges of research reporting, with participants discussing the lack of engagement with large-scale research reports. Ideas such as video reporting, bite-sized summaries, and “say it out loud” tests were shared to improve engagement and make the findings more accessible.

The topic of subject matter experts versus generalists sparked conversation. Caroline emphasised the importance of building subject matter knowledge and speaking the language of the industry. The consensus was that constant learning and self-checking were essential for researchers to stay sharp and avoid becoming complacent.

“Part of your role is to check yourself – don’t become blasé.” Caroline

“researchers are the spokesperson for the customer – do you want to know the truth?” Tom

“An enjoyable day meeting with clients and discussing insight challenges.”

Insight Director & Head of People & Culture, Kadence





THE ROAD AHEAD

Informing evidence-based decision-making and demonstrating social impact

Zaynab Osman, Insight and Impact Manager, and Tash Stephens, Head of Fundraising, Palace for Life Foundation and Arsenal in the Community

A powerful opening to a fantastic session from Zaynab and Tash where evidence-based decision-making and the demonstration of social impact took centre stage.

The cost of giving crisis

Zaynab's opening statement underpins her belief that the cost of living crisis translates into a *cost of giving* crisis, making it imperative for people to see their values represented in the brands they support.

Zaynab's mission revolves around football and its community as a catalyst for changing lives. Through mentoring, activities and supporting young individuals into training and employment, she advocates for marketing with purpose, and for ensuring your voice and message resonate, particularly in the social media sphere.

Recognising the diverse stakeholders involved - ranging from the community, fans, parents, partners, to investors – has been fundamental to their approach in engaging with each group individually. However, it



Zaynab Osman



Tash Stephens

does have, at its core, EDI-B, the B being 'Belonging'. The Foundation acknowledges that identity in football transcends differences, allowing everyone to feel a part of something greater.

“When you go to football, your identity there is about football”

To effectively convey their message, Palace for Life employs creative communication strategies. From emotive storytelling and human voices to videos and TikTok content, they strive to evoke a need for action within their audience. Authenticity remains their primary focus, ensuring that every interaction feels genuine and relatable.

“We want to embed stories with insight”

Tash described the importance of impact and how they are trying to showcase impact. They now talk about impact in the business on a daily basis emphasising the need for transparency, accountability and trust as a charitable organization.

“Social impact is a parallel to profit”

Tash highlighted the significance of data in this process, advocating for a data-driven approach allowing the Foundation to identify key messages to disseminate. Gaining local community insights becomes crucial, allowing them to map and tailor their services.



IDENTIFYING YOUR COMPETITIVE EDGE

Mandy Seal, Global Insight Senior Manager, Mars Petcare

Mandy has worked in the insight and CMI world for over 20 years and is on a mission to understand how individuals navigating careers in this space can create a competitive edge.

Her passion and interest led her to carry out her own research by conducting peer reviews. The workshop allowed for an open discussion to explore the hypothesis developed to date and generate further input.

The mood in the room was energetic with many of the themes explored, challenged, and further developed. The starting point was *"How can we be our own pilot and navigate our own career?"*

Mandy Seal (below)



Four emerging themes which Mandy's research to date has identified, were explored:

Partner not supplier (nor co-pilot)

One of the points which stood out was around ensuring that we are *"answering the business question and not the business partners questions"*. Establishing respect and understanding as partners and equals can optimise learnings. Mandy highlights that *"it isn't just about the power of insight but also the power of you as a person that really matters"*.

Strategy vs Execution

The importance of having time, space and opportunity is recognised here. Although something that not all teams, individuals and diaries have the privilege of when working towards tight timeframes. One hack to supporting the ability to do this was to *"try and keep 30% free in your diary for strategy, thinking and a buffer zone"*.

Consumer Insight Redefined

The landscape is continually changing with the importance of recognising that there is a difference between consumer data and consumer insight and the way in which you can unlock the latter. Mandy highlights that as the Insight continually develops and if all else fails *"we redefine ourselves"*.

Transferable Skills

We need to celebrate that we are an industry that is rich with skills. However all too often many are pigeonholed, and the skills are not on show. Recognising what we each bring to the table and celebrating it. Mandy ended with a great tip - *"Try and set up an Interview once a year"*. To allow us to step into the marketplace and outside of our roles and talk about what we know. All too often we can forget, and that reminder is the boost and recognition we all need and deserve.

83%

of delegates rated 30-minute one-to-one business meetings with suppliers as excellent/good



BETTER HUMAN INSIGHTS BY OBSERVING, NOT ASKING

How PepsiCo Leverages Big and Thick Data to Inform Brand Growth Strategies



Sioned Winfield, Senior Director Global Insights and Marketing Capabilities and Isobel Macdonald, Human and Cultural Insights Manager, PepsiCo.

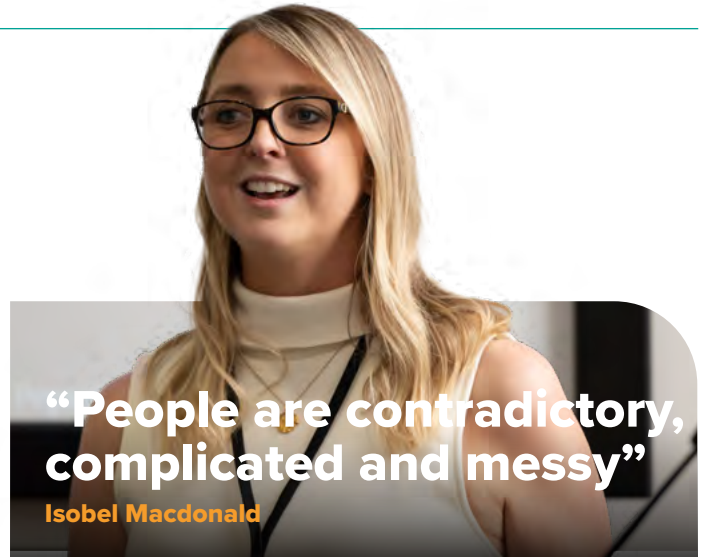
Sioned and Isobel shed light on the power of big and thick data in gaining a deeper understanding of consumers to drive greater brand success.

The presentation emphasised the need for a shift in approach to consumer-centricity and showcased the advantages of leveraging comprehensive data sources in today's digitalized and fragmented landscape.

The Case for Change

Big brands, despite their strong physical presence, slick supply chains, strident voice and celebrity endorsements, need to think differently about their approach. Digitalisation has led to fragmentation and personalisation, with customers having more control over their choices.

Algorithms also play a role in shaping consumer experiences potentially muting a brand's voice. This shift in dynamics means that historical strengths may offer less competitive advantage, creating opportunities for smaller players to make a significant impact. Sioned cited the recent success of Prime Energy drink – a small player on a very big stage.



Application: Walkers 'CrispIN or CrispOUT?'

Campaign: a showcase of how PepsiCo leveraged big and thick data in the Walkers campaign.

Recognizing that crisps were losing lunchtime relevancy, the brand sought to elevate crisps to the top of consumers' minds during lunchtime.

By utilizing thick data, Walkers started conversations about crisp sandwiches, creating a campaign that allowed people to participate without taking sides.

They realised that it was polarising but Walkers remained neutral simply allowing the conversation to take place.

Key points

- Historically quantitative data has driven decisions but human centricity has enabled richer outcomes.
- There is a cultural drive needed: the case for change is there – "we can continue to give numbers but we need to edge to the human".
- The storytelling component is so important: share the reality
- The big and thick sources take a challenge to the creative platform

Unlocking Human Centricity

Isobel highlighted the need to move away from a one-size-fits-all approach, recognizing that there is often a gap between what people say and what they actually do.

Acknowledging that there is no such thing as an average person in an average world,

PepsiCo aims to bridge this gap through big and thick data. Big data provides the "what" in terms of consumer behaviour, while gut feel and thick data offer insights into the "why" behind their actions.

This approach enables a more connected understanding of consumer behaviour.

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The Richmond

Market Insight Forum

6th June 2024

The Market Insight Forum by Richmond Events will take place for 2024 on 6th June once again at Savoy Place, London.

This exclusive sell out event is invitation only, with 120 senior market insight professionals and 60 research companies.



Attend as a **delegate**

Invitations are complimentary and can be requested, alongside details of our conference programme.

Contact Delegate Manager,
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If you would like to find out how you could meet with senior market insight and research professionals

Contact Project Director
@Emma Doniger 🖱️

Find out more about the 2024 forum [here](#) 🖱️



OUR CUSTOMERS' EXPERIENCE OF THE DAY



It was really well organised and put together, from the organisation, communication, venue, and agenda.

From the keynote speaker, the individual sessions and meeting with new agencies, it was one of the best events I have ever attended.

Director of Consumer Insights, Ancestry



**Positive.
I learnt a lot from it.**

Senior Insight Manager, Whitbread

It was a nice mix of LD and networking in comfortable surroundings

Insight Lead, UKHSA

It was a great opportunity to network with colleagues in a similar sector, engage with other clientside researchers, as well as meeting some new agencies.

Head of Data, Insight and Research, Help for Heroes

It's always a great and unique event - part conference, part meet and greet, with lots of inspiring ideas and fruitful conversations with potential supplier partners.

Customer Insight Manager, IG Group



Really valuable event that provided me with some thought provoking content to take back to my work. Targeted agency discussions meant I could engage with potential partners who were more suited to my company rather than the broader environment of a trade fair.

Marlowe Compliance Services, Head of Business Insights

Insightful. Friendly. Inclusive.

A good balance of meetings and conference sessions.

Insight and Impact Manager, Palace For Life Foundation



This was my first time, and the experience was fresh and insightful for me. Interesting and motivational speakers, useful 1-2-1 meetings. Good number of meetings with agencies I had chosen, each given about the right amount of time. Very enjoyable and practical.

Head Of Research,
Amnesty International



This event is the best organised event I have been to. It gives such value to both client and agency side. Great venue, fab speakers and a nice cadence to the day

Lead User Researcher, NatWest

This was a fantastic event that was really well organised, well done! I personally took a great deal away from the event which is exactly what I wanted to achieve.

I was able to speak to the people I needed to, which will allow me to progress with in-house projects, however I also came away with a bank of new ideas!

My objectives were met as I was looking to meet new b2b market research vendors and met 3 potential suppliers.

VP, Research,
Morgan Stanley

Good event with a mix of industry sessions and meeting agencies. The key note speakers are always excellent.

Lead User Researcher, Yoox-Net-A-Porter

The keynote speaker was utterly fantastic and an excellent way to start the day!

Audience Insight Manager, DDFS Seaways

Excellent! Inspiring, exhausting but so worthwhile

Head of Customer & Behavioural Insight, Ofgem,



THANK YOU

to all our wonderful delegates for joining us...

AEG Europe
Head of Sponsorship
Strategy & Insight

Amnesty International
Deputy Regional Director
(Research)

Ancestry
Director of Consumer
Insights

Atos
Global Head of CX
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Aviva
Group Research & Insights
Lead

Bacardi Martini BV
Director of Insights - Martini

Barclays Bank Plc
Design Researcher

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Research and Insight
Manager

BBC Studios
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Belvoir Farm Drinks
Head of Category & Insight

**British Chambers of
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Head of Research

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Director of Research

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Coventry Building Society
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CRUK
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Director

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Senior Manager

DFDS
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Senior Insight Manager

Diageo
Innovation Planning
Manager

EE
Head of Brand Research

EE
Sr. Brand Researcher

England Athletics
Insight Manager

EasyJet
Customer Insight Manager

EasyJet
Consumer Insight Specialist

Fidelity International
Senior Insight Manager

**First Rate Exchange
Services**
Head of Strategic Insight

Freshfields
Client & Business
Analytics Manager

Grünenthal GmbH
Global Commercial Insights
Manager

Haleon
Global HCP Insights &
Analytics Director

Haleon
Global CBIA Director

Heathrow Airport Ltd
Head of Customer and
Consumer Insight

Help For Heroes
Head of Data, Insight and
Research

HSBC
Head of Insight

IAG Cargo
Manager Customer
Experience

ICAEW
Senior Insight Manager

IG Group plc
Customer Insight Manager

Imperial Tobacco
Senior Research
Development Manager

Innocent Drinks
Head of Insight Planning

**Institute of Grocery
Distribution**
Shopper Insight Manager

Jurassic Fibre
Customer Experience
Manager

Jurassic Fibre
CRM & Campaign Manager

Just Eat
Head of User Research

KAO UK Ltd
Senior Category & Insight
Manager

LADBible Group Limited
Research & Insights Lead

Legends International
Operations Manager

LiveNation
Insight Director

LV=
Insight and Innovation
Analyst

M&G Group
Client Insight Manager


Macmillan Cancer Support
Research Insight Manager

Mars Petcare
Global Insight Senior
Manager

McCormick & Company
Head of Consumer Insight
EMEA

**Marlowe Compliance
Services**
Head of Business Insights



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Global Research Director

Morgan Stanley
Vice President, Research

National Grid
Stakeholder Insight
Consultant

**National Landlords
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Head of Research

NatWest Plc
Senior User Experience
Researcher

NHS England
Head of Insight, Strategy &
Planning

No7 Company
Consumer Planning and
Insight Lead

NSPCC
Consumer Researcher

Ofcom
Head of Research, Markets

Ofgem
Head of Customer &
Behavioural Insight

Oodle
Head of Insight

Palace For Life Foundation
Insight & Impact Manager

Palace For Life Foundation
Head of Fundraising and
Communications

Paramount
Senior Research Executive

PayPal
Director of Strategic
Insights and Research

PepsiCo
Human & Cultural Insights
Manager

PepsiCo
Snr Director, Global
Insights & Mkt Capabilities

PepsiCo
Global Sr Manager
of Digitalisation &
Transformation

PepsiCo
Foresights Director

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Senior Insight Manager

Prudential plc
Senior Global Clients
Insight Manager

Royal Bank of Scotland
Insight Lead

Royal Society of Chemistry
Insights Manager

RSA Insurance Group plc
Insight & Research
Manager

RSA Insurance Group plc
Research and Insight
Manager

Sainsburys Argos
Senior Customer Insight &
Strategy Manager

Scottish Water
Snr Customer Insight Lead

Shell International
Head of Customer Insights

Sport England
Head of Customer Insight

TATA Global Beverages
Head of Insights

Teads LTD
Head of Insights

The Coca Cola Company
Human Insight Director

The Coca Cola Company
Insight Director

**The Games Room
Company**
Managing Director

The Law Society
Research Manager

The National Trust
Insight Manager

The NEC Group
Customer Intelligence
Manager

The Open University
Snr Marketing Manager:
Strategy, Brand & Insight

Transport Focus
Head of Insight

TSB Bank
Strategic Insight Manager

UKHSA
Insight Lead

Unilever
CMI Director, Global
Shopper Insights

Viking Cruises UK
Head of Research
& Insights

Virgin Red
Strategic Insight Manager

Vodafone
Head of Consumer Insight &
Analytics

Volkswagen Group UK
Group Customer Insight
Manager

Walgreens Boots Alliance
Global Insight Manager

Walgreens Boots Alliance
Insights Manager

WaterAid
Market Insight Manager

Western Union
Global Head of Consumer
Insight

Whitbread Plc
Senior Insight Manager

Xero Limited
Senior Insights Consultant -
UK & Segments

YOOX-NET-A-PORTER
UX Lead Researcher



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Black Swan Data	Entropik	Lumivo	STRAT7 Rainmakers
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Cognni	IPSOS	Pulsar	Zinklar
Conjoint.ly	Kadence	Relative Insight	

And Finally **THANK YOU** to our speakers for their valuable contribution

Shazia Ali Consultant and Moderator	Sam Gardner Director Boxclever	Caroline McKinley Lead User Experience Researcher NatWest Group	Tash Stevens Head of Fundraising Palace for Life Foundation
Zaynab Osman Insight & Impact Manager Palace for Life Foundation	Zena Everett Author, Leadership Coach & Speaker Author, Coach	Oliver Pattenden Global Research & Insight Director, Sustainability Accenture Song	Nic Umana Global Agile Innovation Human Intelligence Director Mars Wrigley
Tom Byrd Insight Director Amdocs	Jane Frost CEO Market Research Society	Professor Steve Peters Consultant Psychiatrist Chimp Management Ltd	Sioned Winfield Senior Director, Global Insights & Marketing Capabilities PepsiCo
Paula Steeples Category Re-profiling Coach Boots	Muss Haq Strategic Customer Insight Manager TSB	Mandy Seal Global Insight Senior Manager Mars Petcare	Isobel Macdonald Human & Cultural Insights Manager PepsiCo
Adrian Clarke Leadership Coach Adrian Clarke Consulting	Allison James Head of Insights Black Swan Data	Tom Shaw Award winning commercial & sports photographer	
Neil Cocker Entrepreneur & Start-up Mentor	Parves Khan Former CEO ESOMAR		
Catherine de la Poer Leadership Coach Halcyon			

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