



APRC Conference Program

Meeting: Asia Pacific Research Conference
Date: Thursday 12 November 2020
Time: Start time 10am (Beijing) for 2.5 hours
Platform: GoToWebinar (link to be provided on registration)

Agenda item & Speaker	Start Time (BEIJING TIME)	Time
 Welcome & overview Andy Zhao APRC President , CMRA President	10.00am	10 min
 CMRA Client Keynote - Unilever, China <i>The World is Different Now</i> Fang Jun Vice President of Data and Digital, Unilever China	10.10am	20 min
 GRBN Trust Survey <i>Trust in Market Research: How trustworthy is our industry perceived to be across the globe and compared to others</i> Andrew Cannon GRBN Executive Director	10.30am	20 min
 KORA Client Keynote - Heineken, Korea <i>Living through the New Normal</i> Jaepil Sohn Head of CMI, Heineken Korea	10.50am	20 min
 Client Research <i>The Great Pivot: Client and Partner Perspectives on the Future of insights</i> Melanie Courtright CEO, Insights Association	11.10am	40 min
 <i>Fast Forwarding Research: a presentation on MRS' latest Delphi Group report</i> Jane Frost, CBE CEO, MRS		
 Live Q&A with speakers Peter Harris APRC Vice President & Research Society Board Member	11.50am	40 min



APRC Conference Speakers

Fang Jun 方军 Vice President of Data and Digital, Unilever China

The World is Different Now

BIO: Fang Jun is the Vice President of Data and Digital, Unilever China. In this role he is leading Unilever Digital Hub which integrates data, CMI and media functions in China, and is representative of Marketing functions in China Leadership Team. He has been working in Unilever for 16 years, with specialty in digitalization, analytical & modeling, innovation & communication development.

方军，联合利华中国数据与数字化发展副总裁。领导联合利华数字化中心，整合联合利华在中国的数据数字化、消费者和市场研究以及媒介部门，是中国区领导团队中市场营销方向的重要代表。方军在联合利华已就任16年，一直致力于公司数字化建设、数据分析与建模、创新与通讯发展。



Jaepil Sohn Head of CMI, Heineken Korea

Living through the New Normal

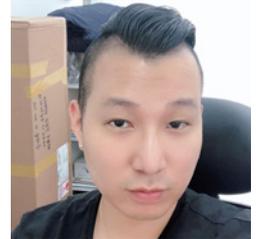
Jaepil started his carrier as a researcher in Kantar TNS Korea 2011. During his time in TNS he worked with many global companies like Samsung Electronics, LG Electronics, SK Telecom, etc.

With them Jaepil focused on consumer shopping behavior, brand attitude study, new product launching and many more.

After working in Kantar TNS for 5 years, Jaepil moved to Nielsen Korea to continue his research carrier. During his time in Nielsen Jaepil worked with automotive companies like Kia Motors, Hyundai Motors.

With the research background Jaepil moved to Heineken Korea to work as a Consumer Marketing Intelligence (CMI) manager.

As a CMI manager, Jaepil worked on gaining consumer understanding, consumer research, understanding alcohol trends, etc. After 1.5 years in Heineken, Jaepil was promoted as a team manager leading Commercial Support & Development department. In this department Jaepil is managing all data within the company, forecasting 1~3 year business plans, launching sales tools and many more roles.



Andrew Cannon GRBN Executive Director

Trust in Market Research: How we trustworthy is our industry perceived to be across the globe and compared to others

Andrew is passionate about the role that research businesses have to play in enabling decision makers to both make better decisions and to be more customer- and citizen-centric. Andrew is also passionate about the role that national associations have to play in promoting and protecting the research industry.

Andrew has more than 25 years of experience as a market research practitioner on both the agency and client sides. He currently divides his time between running a boutique research agency in Helsinki, working as Executive Director for the GRBN, and serving as President of EFAMRO, the European Federation of Market Research Organizations.





APRC Conference Speakers

Melanie Courtright CEO, Insights Association

The Great Pivot: Client and Partner Perspectives on the Future of insights



Melanie serves as the Chief Executive Officer at the Insights Association. As the leading voice, resource and network of the marketing research and data analytics community, the Insights Association helps its members create competitive advantage by investing in quality standards, legal and business advocacy, education, certification and direct support that enables our members to thrive in an evolving industry and drive business impact.

Melanie has spent more than 25 years designing, executing, and interpreting research for agencies and corporations, and is an industry voice in market research for quality, trends and the next generation of data collection. Known as an expert methodologist, she started her career at a full-service research firm in Dallas where she spent ten years developing her strong research background. She then followed that with a decade specializing in all forms of digital research including online, mobile and social. Melanie has successfully developed and launched leading sampling platforms, routers, methodology best practices, panels and research products.

Melanie contributes to standards and codes of conduct, is heavily involved in chairing and speaking at industry events, and is an award winning writer, researcher, and voice of data quality and best practices.

Jane Frost, CBE CEO, MRS

Fast Forwarding Research: a presentation on MRS' latest Delphi Group report



Jane Frost is CEO of MRS, the UK's professional body for research which also regulates the UK sector, campaigning for better standards in data use via its trust mark Fair Data. MRS champions research and insight to government and business. MRS is the world's oldest research association and represents both individuals and companies, qualifying researchers around the world.

Jane spent 8 years at senior levels in government, spearheading customer intelligence and strategy, latterly in HM Revenue & Customs, for which work she received the CBE.

With an international career working on brands like Shell, the BBC and Unilever, Jane has over 150 creative and marketing awards to her credit, including for the BBC's record breaking "Perfect Day" campaign. She has always said that great insight was key to organisational transformation.

At the BBC, she was part of readying technology businesses for sale. Jane is Vice-Chair of Fairtrade and a trustee of the Lowry as well as being a trustee of the sector charity MRBA and Archive, (AMSR). She has recently been made Co-Chair of the Red Cross Tiffany Circle.

Peter Harris APRC Vice President & Research Society Board Member



Peter is the Executive Vice President and Managing Director, Asia Pacific, Potentiate. Peter

helps brands build authentic customer relationships through technology. Pioneering customer intelligence since 2010, Peter Harris has led Vision Critical Asia Pacific to become the largest customer intelligence software provider, supporting over 140 customer-led brands, in Asia Pacific such as Telstra, Westpac and Qantas. With deep roots in research and strategy, Peter has championed the future of research and technology across his leadership roles at prominent research organisations, including The Research Society, APRC and GRBN. Peter is an active Fellow of both the Australia Marketing Institute and Australian Market and Social Research Society. B.Comm, Qualified Professional Researcher (QPR), FAMSRS, FAMI.