

## **David Pearmain**

David is a co-founder of Holden Pearmain and is one of the leading authorities in the design and development of advanced methods, has published widely on the subject and holds a PhD in this area. He has been at the forefront in the development of conjoint trade-off techniques and 'share of preference'/ forecasting models.

In his contribution to research projects, David draws on his extensive knowledge gained while working across a wide range of fields, including pharmaceutical, category management, FMCG, telecommunications, energy, and automotive. Before setting up Holden Pearmain, David had primary responsibility for TNS research products relating to new product development and customer satisfaction, with a remit to develop existing methods and design innovative solutions to research problems.