

Executive Board – Agency Member Application 2021

<p>Richard Head Director Research Partnership UK</p> <p>richardh@researchpartnership.com</p>		<p>*Number of years in International Healthcare Market Research: 17</p>
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<p>Brief Career history:</p>	<p>After a change of career, I've now worked in healthcare market research for the last 17 years. I have worked with both ad hoc research and syndicated data, developing new approaches to integrating primary and secondary research to provide greater insights for clients.</p> <p>I currently lead large ad hoc international studies for Research Partnership, covering both qualitative and quantitative research. With a keen interest in developing innovative solutions to answer clients' business objectives, I lead RP's internal innovations team and have pioneered the use of facial analysis to capture the emotional response to communications. In this role, I continue to explore how new technologies can be adopted to enhance how we conduct and deliver market research.</p> <p>I was honored to win the EphMRA President's Award in 2017.</p>
<p>*Involvement in any EphMRA activities or Committees</p>	<p>AM board member for last 8 years</p>

<p>*Why would you like to be an Agency Member representative on the Board? Please explain why you would like your colleagues to vote for you: (max 50 words allowed)</p>
<p>I have spent the last 8 year representing Agency Members on the Board. During this time, I've worked hard to represent all types of Agency Member and I want to build on our achievements, such as opening up the AGM to all members, collecting regular feedback on Members' needs and developing initiatives to enhance Conference and other events.</p>