

## Executive Board – Agency Member Application 2021

Stephen Potts Director Purdie Pascoe Ltd.  <a href="mailto:stephen.potts@purdiepascoe.com">stephen.potts@purdiepascoe.com</a>		<b>*Number of years in International Healthcare Market Research: 27</b>
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<b>Brief Career history:</b>	<p>March 2020 – present  <b>Purdie Pascoe – Director, UK (London)</b></p> <p>March 2019 – February 2020  <b>Elma Research - Managing Director, UK (London)</b></p> <p>January 2016 – December 2018  <b>Kantar Health - Managing Director, UK (Epsom)</b></p> <p>December 2012 – December 2015  <b>GfK - Regional Lead, Healthcare, Asia, GfK (Singapore)</b></p> <p>April 2002 – December 2012  <b>Kantar Health (formerly TNS Healthcare - Managing Director, Asia Pacific, Middle East &amp; Africa (Singapore)</b></p> <p>October 2000 – April 2002  <b>Synovate - Regional Director, Healthcare, South East Asia (Malaysia)</b></p> <p>Prior to moving to Asia in 2000, I held a number of researcher roles, initially with NOP Healthcare (now GfK) and then with TNS Healthcare.</p>
<b>*Involvement in any EphMRA activities or Committees</b>	<p>Regular attendance at EphMRA meetings in Europe and Asia.</p> <p>Member of the Programme Committee for the annual conference</p> <p>Agency Board member 2019 - 2021</p>

<b>*Why would you like to be an Associate Member representative on the Board? Please explain why you would like your colleagues to vote for you: (max 50 words allowed)</b>
I have been a healthcare market researcher all my career and passionately believe that our industry needs to innovate in order to make a difference for our clients. EphMRA is a very important organization for our industry and will play a very important role in driving this innovation.