

## Executive Board – Agency Member Application 2021

<p>Chris Duston Managing Director AURNI Japan  duston@aurni.com</p>		<p><b>*Number of years in International Healthcare Market Research: 20</b></p>
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<p><b>Brief Career history:</b></p>	<p>In 2013 I founded an owner-operated healthcare research agency in East Asia providing primary research in Japan, China, Korean, and Taiwanese markets on the principle of "genba", or being in the actual context. Pursuing the ideal of connecting the attitudes of consumers to actions of healthcare marketers, I have led our expansion into quality management services and organizational learning in order to improve the trustworthiness and the usability of research products.</p>
<p><b>*Involvement in any EphMRA activities or Committees</b></p>	<p>I have attended several conferences in Europe and country meetings in Asia, as well as several of the online events that have been developed recently. These have always been extremely informative and productive.</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)**

In our locked-down, home-bound, Zoom-a-rama world, collaborating across national markets is essential. I'll work to strengthen Asia markets' integration with EphMRA's mission and activities. Let's re-imagine EphMRA's "E" for integrating Asia. My "six-e" vision:

- Embrace national markets
- Earn stakeholders' trust
- Educate researchers
- Establish standards
- Empower practice community
- Enhance national-global cooperation.