

CURRICULUM VITAE: Louise Brown

Personal Information

Nationality: British

Born: Bexley, Kent

Date of birth: 10 May 1958

Married with three children:

Born March 1989, November 1990, May 1996

Education

1976 – 1979 **University of Leicester**

BA (Soc Sciences) Hons. Class II i

1969 – 1976 **Fairfield Grammar School, Bristol**

Three 'A' levels Pure Mathematics

Geography

Economics

Eleven 'O' levels English Language, English Literature,
Use of English, Maths, Additional Maths,
Physics, History, Music, French,
German, Greek Civilisation

Professional strengths

Breadth of experience.

Maturity to recognise insights with sustainable value.

A natural tendency to hone in on the essence of issues.

Clarity of thought and presentation.

Personal strengths

Integrity. Thoroughness. Adaptability.

Professional experience

Jan 06 to date Mango Research Ltd

Director

Organic growth of independent business. Formalised working relationship with a similarly experienced research consultant to start a limited research consultancy. Supplying mainly full service qualitative and also quantitative project management for not-for-profit organisations/charities, agencies and commercial companies.

Providing a professional research service across a variety of sectors. Consolidating long standing client relationships and building new client contacts to reflect a recent increase in time to commit to the business.

Apr 98 to Dec 05 Research Consultancy

Independent Consultant

Full and modular qualitative service, quantitative project management and stop-gap client research management for not-for-profit organisations, agencies and commercial companies.

Providing a professional research service across a variety of sectors. Building working relationships with similarly qualified consultants to ensure sufficient capacity for clients when required. Increasing IT competences to facilitate efficient working practices.

Jan – Mar 96 Oxfam Regional Office, St. Albans

Voluntary special project

Advising on research into local business fund-raising opportunities.

July 95

Moved to St. Albans

May 93 – Jul 95 Cadbury Ltd, Birmingham

Maternity cover for Research Manager (6 months) then given new post as Brand Planning Manager, amalgamating former responsibilities of Research Manager and Market Analysis Manager.

Transforming reactive research and analysis departments into one proactive planning department. Challenging traditional thinking to enable brand planners to lead and influence strategic decisions. Complete overhaul of key continuous monitors to advance efficiency.

Mar 89 – Apr 93 Career break with family.

Occasional projects on freelance basis.

Aug 87 – Feb 89 Contact Qualitative Research & Consultancy

Independent Consultant

Mainly qual. projects for companies and advertising/research agencies. Continuing to build on Agency experience of applying consumer understanding to an ever-broadening selection of client issues. Established good business management practices.

May 84 – Jul 87 Millward Brown, Leamington Spa

Joined as Qualitative Research Executive, left as Associate Director (Qualitative)

Intensive training and experience in all qualitative techniques.

Progressed to training others.

Combination of solus qual. projects and qual. contribution to dual-technique projects.

Jun 83 – May 84 Cadbury Typhoo Ltd

Product Manager (Tea)

Gaining a hands-on appreciation of the role of market research within the total marketing mix.

May 81 – Jun 83 Cadbury Typhoo Ltd

Senior Research Executive

Building on early foundations by expanding exposure to research issues and taking responsibility for own projects.

Aug 70 – May 81 Rowntree Mackintosh, York

Research Executive

Thorough grounding in MR techniques and applications through MRS courses and hands-on experience.

Professional memberships

Full member MRS

Member of AQR and ICG

Interests and activities

Involvement in children's activities, social life and education

Involvement in local church

Music: listening, singing and playing the flute

Exercise: swimming, gym

References

References on request