

Penny Coase

■ Employment and Education History

Senior market research consultant with 20 years experience across qualitative and quantitative methodologies in a wide range of commercial and social marketing applications. International experience including moderation and multi-country project management. Highly regarded skills particularly in interpretation and communication of research findings to assist client decision-making.

2003 – 2007: Freelance research consultant, Perth, Western Australia (WA)

1994 – 2002: Director, TNS Australia, Perth

1993 – 1994: Associate Director, Pegram Walters International, London

1988 – 1992: Senior Research Executive, Mars Group of Companies, Maidenhead

1986 – 1988: Research Executive, AC Nielsen, Oxford

1985: BA Hons. (2:1) Geography, University of Leicester

■ Areas in which I have a significant body of experience are:

- **Tourism** – including brand positioning, product development, advertising, consumer decision-making
- **Public Health** – smoking, illicit drugs, alcohol, seniors issues
- **FMCG** – snackfoods, spreads, paper products, health & beauty
- **Customer satisfaction** - housing, telecoms, health services, education
- **Family and relationship issues** – parenting, divorce, domestic violence
- **Social Marketing** – including communications strategy and evaluation
- **Communications research** – strategy development, pre-testing, evaluation, including on-line media
- **Brand strategy** – development, positioning, evolution, extensions
- **New product development**, including packaging research
- **Research with kids and teens** – snacks, drugs, violence, healthy eating
- **Research with stakeholders**, including workshop facilitation

Positions Held

Director, Donovan Research (now TNS)

Donovan Research, acquired by TNS in 2003, is amongst Australia's **premier and most awarded agencies**.

- As one of three Directors, responsibility for management and growth of the business overall and development of key clients including Federal and State government departments and commercial companies (e.g. The Smith's Snackfood Company, Vodafone);
- Management of researchers and external contractors; particular responsibility for professional development of research staff;
- International qualitative and quantitative projects covering S E Asia, UK and New Zealand;
- Lead role on projects that won industry / research effectiveness awards (WA Tourism brand positioning and Seniors health campaign).

Associate Director, Pegram Walters International

- Very successful in securing new business;
- Management of multi-country projects (up to 14 countries); subsequent interpretation, reporting and presentation for clients including Fosters, Hiram Walker and Disney;
- Selection of international 'partner' agencies and development of international alliances.

Senior Research Executive, The Mars Group of Companies

- Headhunted to Mars' internal agency which also conducted research for non-Mars companies;
- Undertook varied NPD and brand development projects working primarily for P&G and Tesco;
- Led development and marketing of 'Home In', a product & concept testing panel of 20,000 households.

Industry Leadership

- Chair of Australian Marketing and Social Research Society (AMSRS), WA Division, 2000 – 2002.
- National Council Member, AMSRS, 2000 – 2002.
- One of the first researchers in Australia to be awarded the Qualified Practitioner of Market Research (QPMR) accreditation.
- Development and delivery of training courses for AMSRS in qualitative techniques and for buyers.
- Numerous conference presentations; for AMSRS, academic conferences and government forums.
- Full member of the MRS since 1990.