

**Josh Chasin**, Principal of KnotSimpler, is a research/audience measurement innovator across major media. Josh designs, develops and implements syndicated and custom research to further more reliable consumer insights.

Josh's contributions as Chief Measurability Officer at VideoAmp focused on the development of the next generation cross-platform measurement. When CRO for comScore, he steered its Media Metrix digital measurement and vCE measurement service to Media Rating Council accreditation and led development of the Total Home Panel and mobile panels, resulting in comScore's highly touted TV Product Group. Prior to that, his work at Arbitron, his statistical work led him to the role of Vice President, Marketing for New Ventures. And he held the position of CEO/President of the Simmons Market Research Bureau, as well as of Northstar Interactive.

Continuously engaged in the industry's councils and organizations throughout his career, Josh is: a frequent public speaker; contributor to Mediapost's Online Metrics Insider column; past President of the Market Research Council (MRC); past member of the Advertising Research Foundation's Board of Directors and Board of Trustees.

Josh Chasin has been honored with industry awards including: ARF Erwin Ephron award (2020), the Demystification Award (2020), and Advertising Age Media Maven (2012).

**Merrill Dubrow**, Chair of the Advisory Board for the Michigan State MSMR program, is also a Board Member for Hofstra University and co-founder of the Insights Association CEO Summit. His passion for—and dedication to—the market research community is recognized and appreciated by this industry and by a very long list of mentees.

Most recently, Merrill received the Insights Association's highest distinction, Laureate Certification, where he was a member of its inaugural class. Additional honors include (but are not limited to): Marketing Research Association's Distinguished Service Award, the Meritorious Service to Marketing Research Award, and the Honorary Lifetime Membership Award for outstanding service to MRA and the marketing research profession.

His many prior industry contributions include: creation of the MSU MSMR Fall Spartan Insights Summit (2022-2024), where he also hosted it's podcast; establishment of the Young Professionals Grant (YPG), providing scholarships to young researchers; Industry roles as an MRA Member of the Board of Directors, MRA National Treasurer, and as AMA Boston Chapter's President.

Merrill is highly sought after as a speaker for university lectures and industry conferences, and has co-chaired numerous AMA Leadership Summits.

**Ruth Stanat** established SIS International Research, the global market research and strategy consulting firm, in 1982. Under her steadfast leadership, SIS has assisted organizations with strategic planning, market expansion and competitive intelligence; SIS conducts projects in over 135 countries and serves more than 70% of the Fortune 500.

Ruth introduced the visionary concept of "corporate intelligence networks" and provides protocol for implementing these systems in her book "The Intelligent Corporation" (1990)—a work which has been instrumental in advancing competitive intelligence practices within our industry for several decades.

She authored "Global Gold – Panning for Profits in Foreign Markets" (1998), and "Global Jumpstart – The Complete Resource for Expanding Small and Mid-Sized Businesses" (1999), both of which provide valuable insights for those seeking to succeed in international markets.

Ruth is a long-time member of the Market Research Council, and a Charter Member of the Society for Competitive Intelligence Professionals (SCIP). She is a recipient of the SCIP Fellows Award, and has been relied upon for her expertise by CNN Financial News, CNBC, and Bloomberg Business Journal, as well as by prestigious publications including Time Inc., and Sales & Marketing Management.

**Monica Wood** is VP of Global Consumer & Member Insights at Herbalife, where she established its global award-winning research department: two David Ogilvy Bronze Awards from the Advertising Research Foundation (ARF), and Market Research Team of the Year from Quirk's. She was also recently awarded the Charles Coolidge Parlin Marketing Research Award (2024) for outstanding leadership and sustained impact on advancing market research. And is the current Chair of the Industry Research Committee for the Direct Selling Association.

Her previous work for Campbell's reignited the company's growth and was recognized by  
in Malcolm Gladwell in *What the Dog Saw*, and an Effie Award. She has elevated

research methodologies and both Pfizer (formerly Wyeth) and Novartis, and as EVP of Edleman, she founded Strategy One, leading the development of its media tracking system.

Monica has received myriad industry awards for her proactive industry service, where she has engaged with and led many of our associations, including: Past President, Market Research Council (MRC); Past President American Marketing Association (South Florida Chapter); former Grand Ogilvy Award Judge, ARF; and has served on the Research Board for the Ad Council.