

Simon Chadwick is Managing Partner of Cambiar, a management consulting firm dedicated to enhancing the business impact and ROI of research and data analytics. Prior to this, Simon was Global CEO of NOP World, the fifth largest global custom market research company (GfK purchased in 2005); he led various companies within the Kantar Group, including Research International in the UK, USA and Italy.

Simon has devoted much of his career to advancing the health and status of the insights industry. Having served as Chair of CASRO (early 2000's), he instigated the founding of the Insights Association and was its inaugural Chair (2017), and serves as Editor-in-Chief of ESOMAR's global online magazine Research World.

Author of and contributor to research industry books as well as politics and Society, Simon has spoken at over 100 industry conferences, written more than 500 articles and papers for journals and trade publications, and co-authored of a series of white papers published by BCG and Yale that analyze the management of insights in major corporations.

Simon earned an MA in Politics and Economics from Oxford University. He is a Laureate of the Insights Association, Fellow of the Market Research Society and an ESOMAR Insights250 Legend.

Eileen Campbell is an experienced board director and corporate executive including: Global CEO of \$1-billion marketing services firm Millward Brown; CMO of one of the world's most distinctive entertainment brands (IMAX); and co-founder tech start-up Reid Campbell Group (now Rival Group), which focuses on conversational marketing technology and its Reach3 Insights consultancy.

Recognized by Variety as one of the top 45 entertainment marketers in their 2016 Marketing Impact Report, she currently serves as a Member of the Advisory Board for Preface Global (now fund-raising stage); and has been engaged with: Rival Group as Board Chair and Compensation Committee member; Affectiva as Member of the Advisory Council and Emotion AI Think Tank; and many others.

Eileen Campbell has earned great esteem from her peers. She has presented numerous times at industry conferences (e.g., Cannes Lions International Advertising Festival, ARF, MRA, and ESOMAR), and has been a highly sought after expert for on-air appearances (e.g., CNN's Quest Means Business and Closing Bell, Bloomberg Business Week's Small Biz and Business News Network).

Artie Bulgrin is a senior media research executive and industry leader with more than four decades of experience. Artie Bulgrin is currently Measurement Consultant & Project

Lead: Cross-Media Measurement, for the ANA. He was on the Advisory Board for Tunity, and was EVP Strategy & Insights for MediaScience.

Artie held the executive global research & analytics position at ESPN, where he worked for 21 years, and built a highly respected team, and was responsible for all research and analytics related to media audiences, ad sales, distribution, marketing & advertising performance, consumer insights, and brand strategy.

Artie also developed a reputation as an innovator in cross-platform media measurement and lab-based advertising research. As an industry thought leader, Artie he has been a frequent public speaker on stages around the world.

He has been highly active in our industry's leading organizations through Board service and membership, including Advertising Research Foundation, the Media Ratings Council, Coalition for Innovative Media Measurement, the Ehrenberg-Bass Marketing Science Institute, and the Council for Research Excellence.

Among his numerous awards: ARF's 2023 Erwin Ephron Demystification Award (2023), the Media Legend Award (2018) through the Media Insight & Engagement Conference, and the ARF Board of Director's Lifetime Achievement Award.