

## **BENJAMIN M. GRAY**

20 Manor Road, Tring, Hertfordshire, HP23 5DA

Tel: 07793 743186 E-mail: [ben@grezmo.com](mailto:ben@grezmo.com) Website: [grezmo.com](http://grezmo.com)

**D.O.B.:** 24/10/1976

**Sex:** Male

**Nationality:** British

**Marital Status:** Married

### **PROFILE**

I have 19 years of operational expertise in the Market Research industry. My key strengths relate to my cross-functional understanding allowing for unique insight into the business in order to introduce efficiency and optimise process. This is only achievable through creating and maintaining excellent relationships with global contacts at all levels across the business.

I am a natural problem solver and enjoy a mix of technical challenges to tackle wider project and business issues. I am calm under pressure and demonstrate a positive 'can do' attitude towards strategic goals and client servicing. My primary goal is to ensure a smooth and efficient journey through a project or through internal applications/process irrespective of whether you are a client, an internal employee, or a respondent. I have an established track record for delivering a quality service at every stage in my career.

### **OVERVIEW OF SKILLS**

- Strong cross-functional knowledge of the Market Research business
- Strong communicator across all levels of business
- Experienced global business traveller
- Experienced at management of local and remote teams
- Experienced at utilising and managing offshore external resource
- Training and presentation skills across a global reach
- Proficient in all IBM SPSS Data Collection (Dimensions) applications and framework, and SPSS. Includes IOM (Interview Object Model) and TOM (Tables Object Model) scripting, Quantum, and Quancept.
- Qualtrics – Research Suite (online data collection and reporting) and Target Audience (Panel management)
- Web development – most notably HTML, CSS, JavaScript, Ajax, PHP, and Python.
- Extensive experience of complex survey scripting within tight deadlines, including multi-country and multimode scripting.
- Experience of Qual and Quant operational processes - both ad-hoc and continuous/tracking.
- Excellent cross-functional relationships with Client Service, Project Management, Operations, IT, and end clients.

### **EXPERIENCE**

#### **Oct 2016 – Present: Operations Director**

##### **Objective Focus Ltd, London**

Responsible for all Operational processes and management. Transformed the operational process by transitioning away from a legacy and failed platform to a suite of interconnected applications that, together, provides a seamless experience for respondents, internal project managers, and clients. This workflow includes data collection and scripting platform, panel database management, scheduling, automated payment processing, project progress visibility and reporting, Project Management portals, Client update portals, and Moderator/Transcriber management and delivery portals.

Within this role I manage the day to day upkeep, maintenance, and improvement of all of our operational and technical systems.

I manage the Project Management team and the Panel Manager ensuring successful running and completion of all projects and the updating of the Commercial Sales Director and Managing Director.

**Jan 2013 – September 2016: Project Management Lead for Next Workbench EMEA Rollout and Ipsos Global “New Way” Performance Improvement and Optimisation Project Manager Ipsos, London**

A dual role with my time divided between heading up the EMEA implementation for the Next Workbench platform. This was the new Ipsos internal end-to-end platform which succeeded, and was heavily influenced by, the previous Synovate Workbench platform. Taking in markets with complex pre-existing internal process across all business lines and data collection methodologies, the scope of this role was to effectively manage the successful rollout of NWB within targeted areas of EMEA and use this as a future template for further rollout of what is the expected Ipsos future state globally.

The second part of this role was as part of a select team involved in the newly founded “New Way” global initiative. My role being to lead the project management, and provide my experience, in the area of “Performance Improvement and Optimisation”. This workstream had the widest remit to assess and improve the working processes within Ipsos. It was a highly visible global initiative with expected support of all country leads and sponsorship at the most senior level. I left to pursue other opportunities before implementation of our recommendations, but I believe we demonstrated a clear need for change, and an effective plan for how that would be achieved in many key areas of the business.

**March 2012-Jan 2013: Head of Workbench/Dimensions Product Management Ipsos, Borough Road, London**

This promotion saw me move from training to heading up the product management team for a key business initiative. Managing a team that was spread across London, Chicago, and Toronto we oversaw the further design, development, and uptake of Workbench as a stated key business initiative.

- Responsible for ensuring development is aligned with the needs of the organisation
  - Deep ongoing understanding and analysis of business needs
  - Managing development within time and budget
- Responsible for the build quality of the platform by developing and implementing
  - User groups to ensure ease-of-use
  - Functional and performance test plans
- Collaborating with heads of training and support to ensure developments are understood and able to be trained and supported
- Assisting the rollout through:
  - Helping to prove and promote the business benefits
  - Acting as an SME with key internal and external customers
- Remaining abreast of new approaches and technical developments in market research operations and making business cases for their application where appropriate
- Playing a key role as a team member of the governance and project management teams

**April 2009-Feb 2012: EU Workbench Trainer Synovate, London Bridge, London**

Moving from a regional role to a global operations unit, the primary focus of this position was to provide training to Synovate offices in the uptake of a defined global end-to-end research process, and associated applications, known as Workbench. The role required direct understanding, and training, of all the key project focused roles, spanning both research and operations. Responsibilities included training design as well as delivery and the role required extensive travel.

Whilst my main area of geographic responsibility was the EU I also trained within the US, India, Malaysia, China, and Africa.

Alongside training various business units, I acted as a key intermediary between the end user and the development team and provided significant input into the design and strategy of Workbench. I was often consulted on best practice for key projects and clients by all areas of the business across an international reach.

**February 2008-March 2009: Scripting Consultant  
Synovate, London Bridge, London**

This role gave me the opportunity to tackle wider challenges within the parent company, Synovate. This position had a more technical focus than my previous managerial responsibilities and covered a broader span of the business. I supported all levels of the company in terms of advising on technical capabilities and best practice, assessing new technologies, products and updates, and developing smarter working practices. The role was primarily UK based but I also provided global support to wider Synovate operations teams.

Key project successes included designing a framework for complex diary studies, creation of client update tools, assessment and deployment of Dimensions CAPI software, and training workshops aimed at project managers.

**2004-2008: International CAI Manager  
Fieldwork International Healthcare, Putney, London**

I started this role as one half of a small team of two scriptwriters. As the business grew, the team expanded to accommodate an increasing workload. In October 2005 I was promoted to CAI Manager. My role involved managing a team of 9 based across the UK, USA, and Malaysia. I particularly enjoyed the strategic decision making and breadth of responsibility that was incumbent within the role. The healthcare sector is a challenging environment and we regularly tackled complex client requirements. During this role I was responsible for transitioning scripting from 100% Quancept based data collection to 100% Dimensions based.

**1999-2004: Senior DP Executive  
BMRB/The Operations Centre, Ealing, London**

A graduate position as a trainee data processor within one of the UK's leading Market Research companies. Initial experience working with quantum before a shift of focus to scriptwriting using quancept. Within two years I had been promoted to Senior DP Executive and taken on the role of CATI ad-hoc team leader responsible for a small team. The following year I was promoted to overall CATI Manager responsible for both the ad-hoc and continuous CATI teams. During my time at BMRB I worked with CATI, CAPI, Web, and paper based methodologies and dealt with both the programming of the scripts and back end data processing requirements.

**EDUCATION**

**1995-1998: The University of Sheffield**  
2:1 BSc (Hons.) in Zoology

**1989-1995: De Aston School, Market Rasen, Lincolnshire**  
3 A-Levels (A-C grade)  
9 GCSE's (A-C grade)

**INTERESTS**

Photography, cycling, wildlife documentaries, modern literature

**REFERENCES**

Available on request