

Colette du Toit - Resume

Colette is an experienced qualitative researcher and agency planner with over 25 years in the industry.

She started at the Research Agency NOP working in quantitative research and later became a director of Fieldcontrol Ltd where she set-up and ran a successful qualitative department. In advertising she worked at Leagas Shafron Davis and then Grey London where she became Strategic Planning Director working with clients such as P&G, GSK and the COI.

For the past 7 years Colette has been working as an independent research consultant, dedicated to delivering thoughtful strategic research solutions for consumer focused business and communication issues, with expertise based on an understanding of consumer insight and trends. During this time, Colette has developed a close working relationship with Sally, with whom she regularly teams up to work on larger projects.

Colette is an Associate member of the Market Research Society and a member of the Association of Qualitative Researchers and has an MA in Philosophy, Politics and Economics from Oxford University