Sally Ford-Hutchinson - Resume

Sally is a very experienced qualitative researcher as well as being an experienced planner. She has also been a Client Research Manager at H.J.Heinz where, among other projects she was responsible for all their new product development research. She was Global Planning Director at the major International agency DMB&B.

During that time she developed extensive experience in the development of Brands and the leveraging of consumer insights for clients such as Mars and P&G. For these clients she worked on the development of Brand Positionings, Brand Extensions and Brand Visions.

Sally has been working as an independent research consultant for the past ten years. Her focus is on giving strategic advice based on the original qualitative research that she conducts on behalf of her clients.

She is a former Chairman and a Fellow of the Market Research Society, a member of the Association of Qualitative Researchers, a Fellow of the Institute of Practitioners in Advertising and a Fellow of The Royal Anthropological Institute. She has given many papers at conferences and has received commendations for her IPA papers for Pedal Cycle Safety and Child Road Safety. Sally is also a Governor of Nottingham Trent University.

Sally has been working with Mojo Fieldwork since the company was first started and has conducted numerous groups and depth interviews recruited by Mojo.