

Richard Gush – Qualitative Research Consultant

Richard is a dynamic researcher with more than a decade’s experience in qualitative research. He has always worked agency side; his latest role as head of OpenMind London, the Hall & Partners brand strategy team. Richard is an empathetic individual who quickly builds rapport with respondents, colleagues, and clients alike. His passion for brands, culture, people, and business means the interaction between these dynamics are always top of mind. A firm believer that the client question, not methodology, should drive the approach; Richard is expert at integrated methodology projects.

Richard has a wealth of experience across key strategic challenges, from behaviour change, brand migration, and communication development through to audience understanding, segmentation and product innovation. These challenges have spanned various categories, most notably financial (retail, RBB, loans, digital payments) and FMCG (male grooming, personal care, face care, laundry, hot beverages, confectionary), social and charity research, automotive, consumer electronics, telecommunications, and retail.

A confident speaker, Richard has presented at two MRS conferences and engaged C-Suite audiences; and is equally adept at delivering sensitive stories to stakeholders, and engaging teams to help drive organisational change.

Richard has an Advanced Certificate from the MRS, and has completed the MRS Advanced Qualitative Practitioner, AQR Advanced Moderation and AQR Foundation Courses. Richard graduated from the University of Stellenbosch with a BA (Hons) in Psychology, Sociology and History.

RESEARCH CHALLENGES

Behaviour change
Positioning
Segmentations
Campaign / brand / concept development
Brand audits
Cultural immersion
Target Understanding
Customer Journey
Loyalty / customer engagement
Employee engagement
Pack design
Retail redesign
Comms testing
UX / Usability testing
Product testing and innovation

CATEGORIES

Financial Services
Retail banking
Small business banking
Loans and lending
Digital payment services
FMCG
Male grooming
Skincare
Laundry
Confectionary
Food and drinks
Sexual health
Technology
Telecommunications
Consumer electronics
Retail and shopper
Supermarkets to night clubs
Media
Automotive
Social and charity

METHODOLOGIES

Extensive group moderating experience
Including extended groups, consumer workshops, iterative sessions
Depth interviews
Including sensitive topics, employees, senior client stakeholders and B2B respondents
Online qual / forums
Ethnographic style projects
Covering deep emotional topics such as what it means to be a man, body aging, sex and sexuality, being a teen and coming of age

MARKETS

International research
Conducted on the ground fieldwork in 21 markets, including face-to-face briefings, viewing and directing foreign language groups, market analysis, regional and international reporting
International moderation
In the US (New York, Chicago, Nashville, New Jersey, Los Angeles), Canada (Toronto, Vancouver), and South Africa (Johannesburg and Cape Town)

“We have given Richard some difficult branding challenges this year; the work was completed in a very imaginative way, with walk through galleries, creative workshops etc. But the real strength comes in the clarity of the analysis, synthesising a complex story with many strands into a hard hitting, well thought through presentation that went right to the nub of the issues. Richard’s presented in front of our CEO, our brand teams, transformation teams with the right balance of authority and humility. I have no problem putting him in front of anyone in the organisation. More importantly, people know what actions to take following one of these presentations.”

Monique Hellel, Head of Personal Customers Insight

“I first met Richard at TNS, where I was his Line Manager for 2 years. During that time, I found him to be reliable, creative, professional and easy to work with. We worked together on a range of international and domestic projects across a number of sectors including Technology, Finance and Media. At all times Richard produced work of a very high standard and built excellent relationships with clients.

Since TNS I have employed Richard several times on a freelance basis. He has always been extremely professional and handled very difficult situations both patiently, and with high levels of competence. We use a variety of freelance researchers and Richard is one of the favourites of both the qualitative team and also the client teams”

Ian Horritt, Managing Director(US), MMR Research Worldwide

RESEARCH EXPERIENCE

10/2015 - 10/2017

PARTNER, OPENMIND

HALL & PARTNERS – LONDON, UK

Building on his experience as a qualitative research practitioner, Richard took on the exciting role of setting up and leading H&P OpenMind in London. A new division within the UK business, OpenMind is a team of specialist qualitative practitioners and brand strategists. The role required Richard to be a leader, seller and doer – working closely with the global CEO to develop the offer and set the team's vision and direction.

Highlights include being shortlisted for an MRS award and AURA award, presenting at 2 MRS conferences, and growing client relationships. A stand out project was developing a global behaviour change strategy for an international financial institution, leading a global mixed methodology project including 54 x 3 hour groups across 6 markets.

04/2014 - 10/2015

FREELANCE QUALITATIVE RESEARCHER

RESEARCH SENSE – LONDON, UK

Freelancing offered Richard the opportunity to work with some of the best agencies in London, across a number of challenges from product testing and development, to strategic brand questions. Integrating into project teams, Richard presented himself to clients as one of the agency: writing winning proposals, doing fieldwork, leading analysis, or delivering findings – depending on what the agency required.

01/2012 – 04/2014

PROJECT DIRECTOR

SUNDANCE – LONDON, UK

As an agency specialising in international strategic projects for mainly FMCG brands, Richard built on his existing skill as a researcher by developing his moderation and analysis skills, and taking on more large scale national and international projects in brand / campaign / concept development, positioning, segmentations, brand audits and cultural intelligence.

Key elements of the role included:

- Interpreting the client brief into a suitable research approach and write winning proposals
- Setting up large scale international projects in terms of discussion guides, briefing documents, analysis templates
- Be key client contact for local and international studies in terms of setup, direction, progress and analysis
- Conducting national and international fieldwork
- Briefing local markets in-market, viewing groups and conducting in-depth market analysis
- Integrating local market analysis (from additional methodologies) into a comprehensive market analysis document
- Writing regional and international reports and debriefing these to senior stakeholders
- Developing and delivering successful new client pitches

07/2010 – 12/2011

ASSOCIATE DIRECTOR – QUALITATIVE

BASIS RESEARCH – LONDON, UK

Upon joining Basis, Richard continued to build his moderation, analysis, and presentation skills. This role saw him undertake international fieldwork, as well as conduct extensive in-home trials and a number of usability studies. Richard's enthusiasm, organisational skills and flexibility were proven invaluable in the running of these trials, which involved up to fifty households taking part in a multi-stage study.

Key elements of the role included:

- Managing and conducting local and international fieldwork
- Conducting viewed and unviewed groups and depths with respondents aged 9 to 78, and conducting online fieldwork
- Managing key client relationships, and motivating and managing project teams
- Preparing and delivering debriefs to senior audiences

10/2007 – 07/2010

CONSULTANT (UPPER LEVEL) – SPECIALIST MARKETS QUALITATIVE

TNS RESEARCH INTERNATIONAL – LONDON, UK

Qualitative research in the financial, technology, and consumer sectors, the role required key involvement in the development of account relationships. Richard was responsible for the design and delivery of projects to meet client objectives, and worked closely with quantitative teams to deliver integrated proposals and debriefs.

10/2006 – 09/2007

TNS GLOBAL – LONDON, UK

GRADUATE TRAINEE

Completed the MRS Advanced certificate as well as internal training ranging from Excel and PowerPoint to the basics of marketing, selling, project management, scripting and data analysis and all TNS business solutions.

Did four rotations each lasting three months in Financial and Professional Services, Consumer, Media and Technology

EDUCATION

**BA (HONOURS)
2005**

UNIVERSITY OF STELLENBOSCH, SOUTH AFRICA

Sociology and Social Anthropology – (First)

Modules included Social Research Methodology, Sociological Theory, Sociology of Work, Gender, Social Demography and Urban Studies, Culture and Identity Studies, and a 70 page dissertation on using peer-to-peer initiatives to facilitate changing perceptions of masculinity and gender

**BA (SOCIAL DYNAMICS)
2002 – 2004**

UNIVERSITY OF STELLENBOSCH, SOUTH AFRICA

Majored in Psychology, Sociology and History – (2:1)

Minor in Political Philosophy.

LEARNING AND DEVELOPMENT

MRS advanced qualitative practitioner

AQR advanced moderation course

AQR residential foundation course

“How to do insight” training course

The MRS Advanced Certificate in Market and Social Research Practice

TNS Succeed 3: an internal 6 module course on line management

Creative Writing for Research Practitioners

Creative Workshop training

Internal training sessions on presentation skills, project management, research design, and communication skills

INTERESTS

Richard enjoys a number of outdoor pursuits such as running, hiking, camping, climbing, scuba diving, cycling, and skiing. A keen traveller, Richard is always planning the next epic road-trip adventure. A great fan of the performing arts, Richard studied three instruments and enjoys theatre, film, music and dance.

References are available on request.