

Marketing Society Research Excellence 2016 - Judges



Peter Nash

Currently heading up the Strategy Development & Insights team at Tourism Ireland, Peter Nash has held a wide variety of marketing and strategy roles in both the public and the private sector.

An economist by training he lectured at the University of Newcastle Upon Tyne in Britain. Peter was also senior researcher with Teagasc, the Irish food and agriculture development authority. He then held a variety of research, marketing and strategy roles at Guinness and later Diageo Ireland.

More recently Peter Nash was head of the School of Business at the National College of Ireland before joining Tourism Ireland. Nash has been a member of the Market Intelligence Committee of ETC for two years and has been an active member of the Market Intelligence Group for six years.



Maria Burke

Marie is a leading figure in Irish FMCG with over 15 years' experience working with some of the biggest brands in Ireland. Beginning her career with Kantar Worldpanel she developed her insight and commercial expertise, rising to the position of Managing Director. Marie then moved client side helping Britvic advance their shopper marketing strategy before taking on her current role as Category & Shopper Marketing Manager for Mondelēz International, working on powerhouse FMCG brands including Cadburys chocolate, Philadelphia cheese, Oreo & Belvita biscuits.

Throughout her career Marie has focused on expanding her shopper & consumer expertise, employing that knowledge to shape shopper marketing and strategic planning across a number of markets and brands. Her passion is turning insight into action.

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Noel Larkin

Noel joined Novartis in 2013 as part of a small team to set up an internal primary market research service, with global reach. The concept was to in-house certain market research services with support from external agencies. The team now comprises of over 20 people across two sites, Dublin and Hyderabad in India and to date has conducted research in over 50 countries to date.

Prior to joining Novartis Noel worked for 7 years in GlaxoSmithKline Ireland as their Commercial Insights Manager, also he has 10 years of market research agency experience both in London and Dublin. This background enables him to understand the practicalities of running research through to the implementation of the data into the marketing mix, both for mature and new launch products.

Noel has a keen interest in most sports and supports Roscommon in Gaelic football and Shamrock Rovers in the League of Ireland.'



Michael Dargan

Michael is Head of Customer Planning, Insight, & Research at AIB Group since 2013.

Prior to his move into financial services, Michael held senior consumer planning and research roles in Diageo plc, including Head of Consumer Planning & Research at Diageo Ireland and subsequently as Global Consumer Planning Director for the Guinness brand.

Over the past two years, Michael and his AIB team's customer insight capability has helped AIB win three Research Excellence awards and a Gold ADFX award for AIB's brand positioning and product marketing campaigns.



Claire Cogan

Claire Cogan is Head of Insight, Category and Shopper Marketing at Britvic Ireland, where she has worked for over seven years. Prior to joining Britvic Claire worked for Unilever, Millward Brown, Canadean and Kerry Group, based at home and abroad. She has over 25 years' experience in senior Insight, Marketing and Commercial roles.

She is a committed advocate of the contribution insight can make to business growth.