



**Simon Easton**  
***Senior Qualitative Researcher / International Research Coordinator***

Simon has worked in the market research industry for more than 20 years. He has conducted research – both qualitative and quantitative – on 5 continents of the globe. Based in London, Simon manages all KGC projects involving native language moderating outside the US market. He has developed an extensive network of qualitative research consultants around the globe with whom KGC works closely.

Pharmaceutical and healthcare research has been a focus for Simon, and for the past several years, he has collaborated with KGC on numerous projects. He has organized research among physicians, surgeons and patients in all the major European markets, South America, Japan, Thailand, Hong Kong, and Australia.

Simon's own market research consultancy, Easton Research Associates (ERA), caters to the need for coordinated global market research among major, blue-chip multi-nationals including IBM, Nike, Mercedes, Mars, and Nokia. Healthcare clients for whom Simon has regularly worked include SmithKline Beecham, Pfizer, Ethicon, Medeva Pharma, and Shire.

Simon has coordinated international studies on brand imagery, advertising pre-testing, brand positioning & development, and new product / technique evaluation, to name a few. He is a Full Member of the Market Research Society (UK) and ERA is a member of ESOMAR. Each year, Simon finds time to join Kendall and Eric in Daytona, Florida for the Daytona 500.