

Brian Fine moves on to new challenges

Sydney, September 17, 2009: Brian Fine, Chairman of the Online Research Unit (ORU) and STW's Insights Group, has announced he is leaving the organisation effective November 13 this year.

Fine, who founded the AMR research group 25 years ago and helped launch the ORU, will continue to be involved in the research industry after his departure through speaking engagements and papers.

He will remain in his role as adjunct professor at the UTS school of marketing for the next three years, and as the Australian ESOMAR representative. He also expects to do some consulting, utilising the expertise of both the ORU and AMR.

STW Group CEO, Michael Connaghan, said Fine had made a "significant contribution to STW's research capabilities and the broader industry itself".

"Brian has worked hard to develop an outstanding team at ORU that is committed to panel quality and the ongoing development of the best online research techniques. He will leave our group with our deep respect and admiration," he said

Fine said of the move: "I have enjoyed my time with the teams at both AMR and ORU, and the broader STW Group."

"But it is time for new challenges, both professional and personal. I will be sorry to leave, but am looking forward to the change."

The ORU is one of Australia's leading Online Panel and Fieldwork providers, providing panel sampling, and full-service online fieldwork including programming, hosting and data-processing. It was the first organisation in the country to be recognised with 'Best Practice' certification by a new quality accreditation system for online research. ORU and AMR are part of STW Group, Australia's leading marketing content and communications services group.

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