Director of Econometric Analysis appointed at Millward Brown

Contributed by Millward Brown
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Global Director of Econometric Analysis appointed at Millward Brown Optimor
Naperville, IL, USA.? 22 July 2005.? Global research leader, Millward Brown has appointed Peter Cain to the position of Director, Econometric Analysis.
Cain, a highly regarded authority on marketing mix modelling, will play a key role in Millward Brown Optimor, Millward Brownâ€™s global unit that specialises in maximising the return on brand and marketing investments.? Cain will work with Millward Brown's global team of econometricians and statisticians, to provide clients with the latest in short-term marketing mix optimisation and long-term brand/business strategy and investment decisions.?
Previously an International Modelling and Analytical consultant at AC Nielsen, Cain has extensive experience in project development and dissemination of best modelling and econometric practices for companies such as Pepsico, Kraft and Boots Healthcare International.? Prior to AC Nielsen, Cain was Head of Modelling Development at IRI (Information Resources, Inc).? There he developed multi-brand modelling and forecasting tools, designed to assess the impact of marketing strategies at both brand and category levels. He also has experience on the client side, working as an econometrician for The Boots Company.
In his new role, Cain will be based in Millward Brownâ€™s Warwick office and report in to Joanna Seddon, Head of Millward Brown Optimor.? Commenting on the appointment, she said: "Cain enhances Millward Brown's ability to identify the marketing budget levels and mix of channels and media which will do most to increase clients' sales and profits.? His arrival strengthens our global capabilities to offer best marketing investment planning and ROI measurement to our clientsâ€•.?
Added Cain: "I am excited to be joining a team which I believe represents best practices in marketing accountability.? In my previous career, I developed expertise in marketing ROI at a very granular level, and now look forward to combining this expertise in modelling short-term returns, with longer-term ROI measurement, to help clients identify the solutions which will truly optimise marketingâ€•.
Cain holds a PhD in Monetary Economics and Applied Econometrics from the University of Nottingham.? He has lectured extensively on economics and econometric theory and practice, and has held academic positions in both the UK and France.?
Jean McDougall, Global Marketing and Communications Director
Millward Brown
t. +44 1926 826264
jean.mcdougall@uk.millwardbrown.com
Georgina Collins, Global Marketing and Communications Manager
Millward Brown
t. +44 1926 826179
georgina.collins@uk.millwardbrown.com
About Millward Brown:
Millward Brown (http://www.millwardbrown.com/), one of the worldâ€™s top 10 marketing research organisations, is recognised as a leading authority on advertising, marketing communications, media, and brand equity research. Through the use of an integrated suite of validated research techniques â€“ both qualitative and quantitative â€“ Millward Brown helps clients build strong brands and services.? Millward Brown has more than 70 offices in 42 countries.? Additional practices include Millward Brown's Global Media Practice (a global media effectiveness unit), Millward Brown Optimor (a global unit focused on helping clients maximise the returns on their brand and marketing investments), Millward Brown Precis (a global PR measurement practice),Dynamic Logic (an online research firm specialising in measuring advertising and marketing effectiveness), and KMR (provider of global Target Group Index [TGI] the world's leading media and market profiling tool). Millward Brown is part of Kantar, WPP's insight, information and consultancy arm.