Dianne Thompson Named President of MRS

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The Market Research Society (MRS) has announced today (06/03/2014) that its next President is to be Dianne Thompson CBE, chief executive officer of Camelot Group of Companies, which is responsible for operating the UK National Lottery. Dianne will take up the position at the beginning of April, following the completion of Rita Cliftonâ€™s five-year term.Â

In a career spanning 40 years in senior management and marketing roles, Dianne has consistently championed good research as a key factor in commercial success.Â She took over as CEO of Camelot in 2000 having worked her way up the ranks, and has developed and driven Camelotâ€™s strategy for long-term responsible growth.Â Dianne led the company in its successful bid to operate The National Lottery in Camelotâ€™s third licence period, which started on 1 February 2009 and runs until 2023. Promoting the need for evidence-based decision making is central to MRSâ€™ mission. As its new President, Dianne brings a wealth of experience in client-side marketing and has used research extensively to inform decision making wherever she has worked.Â Like her predecessor, she is an enthusiastic and vocal exponent of the importance of research in developing effective policy and driving business success. Dianneâ€™s strong commitment to making a social impact both inside and outside of business means that she will be taking on the Presidency at MRS alongside her role chairing a number of committees including Camelotâ€™s responsibility board, the European Lotteries Associationâ€™s responsible gaming committee and the World Lottery Associationâ€™s corporate social responsibility committee.Â Jane Frost CBE, chief executive officer of MRS said: â€œDianne will make an excellent President â€“ she is a hig profile businesswoman with proven business acumen.Â Her vast management experience of businesses that invest in and act on the evidence provided by research has provided her with an in-depth appreciation of this globally-important sector.Â The UK is a world leader and innovator in research.Â Our new Presidentâ€™s knowledge and experience will be ideal as MRS continues to redefine itself, reflecting the transformation that is taking place within the sector we serve.â€• Commenting on her appointment, Dianne Thompson said: â€œFor over 40 years, I have worked in consumer-facing businesses and I truly believe that knowing your customer is the most important thing for success.Â Research and insight are absolutely vital in any business and that is why I am delighted to take up the role of President of the Market Research Society.â€•

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