

Toluna Promotes John Bremer to Group Chief Research and Strategy Officer

Contributed by Toluna
Wednesday, 04 June 2014

Toluna, a leading online research respondent and technology provider, today announces the promotion of John Bremer to Group Chief Research and Strategy Officer. Bremer joined the company in April 2011 as Group Chief Research Officer.

Prior to joining Toluna, Bremer held positions at Compete, and Harris Interactive. His work has consisted of research into all areas of representativeness. He has specialised, however, in areas of non-probability sampling, rare populations, selection bias, and online survey research. He is well known for having developed sample selection and weighting methods such as SmartSelect and SmartCorrect at Toluna, as well as the proprietary propensity score weighting technique utilised by Harris.

“

“Toluna has a reputation for research excellence and John’s efforts, specifically the successful launch of Toluna’s SmartSelect methodology, have contributed to this”, says Frederic Petit, Toluna CEO. “John has a pivotal role at Toluna. He has earned the trust and respect of our clients, and he will continue work to achieve Toluna’s vision for the future of market research.”

”

Bremer is an active member of the research industry and sits on the Research-on-Research Committee for the Advertising Research Foundation’s (ARF) Research Quality Council, as well as the American Statistical Association’s (ASA) Survey Review Committee. He has recently appeared as an author in the International Journal of Market Research (IJMR) and the Journal of Advertising Research (JAR), and was Co-Chair of the CASRO Digital Research Conference. Bremer holds an MS in statistics and an MBA, graduating with high honours, from the University of Chicago. He also holds an MA and is ABD in the field of political science from the University of Rochester.

Press Contact:

Hazel Johnstone, GingerMay Marketing & PR

T: +44 (0) 203 642 1124

E: hazel.johnstone@gingermaymarketing.com