

MRS appoints Dr Michelle Goddard

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The Market Research Society (MRS) has announced the appointment of Dr Michelle Goddard as Director of Policy and Standards.Â Michelle joins from the Consumer Futures Division of Citizen Advice, where she led consumer advocacy and research in postal services policy. Her career has also taken her to the Caribbean in advisory roles to governments and agencies.Â

In her new role at MRS, Michelle will work alongside other regulatory authorities and public and professional trade bodies to ensure best practice across the sector.

Jane Frost CBE, CEO of MRS explains: “Michelle’s appointment is wonderful news for MRS.Â Her wealth of experience in regulation means she is perfectly placed to champion legal, ethical and quality standards within the data and research environment.Â We are delighted to welcome such an accomplished female to the position, who will act as brilliant role model for other women working in the world of research.”

A non-practicing barrister, Michelle previously acted as Inquiry Secretary at the UK Competition Commission, as well as spending time as a consumer lawyer at Which?. She currently sits on the Legal Services Consumer Panel advising on issues that affect consumers.

Michelle Goddard comments: “With my broad experience in consumer market regulation and research, I am looking forward to building on MRS’s work on safeguarding standards.Â Working with such a dedicated team, I hope to showcase the sector’s ability to self-regulate.”