



The Archive of Market and Social Research

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Richard Asquith to take over from Adam Phillips as Chief Executive of the Archive of Market and Social Research

The Archive of Market and Social Research (AMSR) is delighted to announce the appointment of Richard Asquith as Chief Executive from 1 April 2025. Richard has had a forty year career in market research, joining AMSR in 2022 and is a member of its Executive Committee and Trustee Board. Before AMSR, he spent twenty years with Kantar, including as Global Chief Executive of Kantar Media Audiences and Managing Director of BMRB.

Richard will be taking over from Adam Phillips, who has been Chief Executive since AMSR was first established as a charity in 2016. Adam will remain a member of the Trustee Board.

AMSR Chairman Professor Patrick Barwise says, *“We are delighted that Richard will take over as Chief Executive. He is a very experienced researcher, has led large research organisations and has already shown his commitment to and enthusiasm for AMSR’s ambitious aims. I am also pleased that Adam will stay on as a member of the Board. That will help us ensure a smooth transition as we continue to develop the educational services AMSR offers to schools and universities.”*

Richard Asquith says, *“Repurposing research reports and data that no longer have commercial value to their owners and making them freely available online for education, research and analysis is a brilliant concept with enormous social benefits. Adam and the AMSR team have established a fantastic resource and I am honoured to be leading the next phase of the Archive’s development.”*

Notes to editors

The Archive of Market and Social Research (AMSR) was established as a registered charity in 2016 to collect, preserve and scan reports and other material produced by the UK market and social research industry over the past 50+ years, making the contents freely available through the AMSR website in a fully searchable online archive. No other country has anything similar.

Run largely by volunteers, AMSR's goals are preservation and education: to preserve the wealth of unique historical insights that these documents contain and to make them available at no cost to teachers to enhance their lessons, to academics as research sources on modern British social and cultural history, and to the general public as an education in the history and contributions of UK market and social research. The Archive continues to collect material, most recently including reports on public attitudes towards Brexit, the pandemic, and diversity and inclusion.

For further information:

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