

Curriculum Vitae

MICHELE LEVINE

Chief Executive Officer
Roy Morgan Research



QUALIFICATIONS

B.Sc (Hons.), Psychology
Master of Environmental Studies

ACCREDITATION

Qualified Practicing Market Researcher (QPMR), Market Research Society of Australia

AFFILIATIONS

Fellow, Australian Institute of Company Directors

DIRECTORSHIPS

Roy Morgan Research Pty Limited
Roy Morgan International Limited (incorporated in USA)
Roy Morgan International Limited (incorporated in UK)
Haoma Mining NL
Kitchener Mining NL

EMPLOYMENT HISTORY:

1980/1	Graduate Research Assistant, Melbourne University
1981/2	Researcher, University of Washington, St Louis
1982/3	Researcher, Institute of Family Studies
1983-Present	Roy Morgan Research Centre <ul style="list-style-type: none">– Co-Director Australian Values Study– Manager of Morgan Gallup Poll– Manager Consumer & Social Research– Chief Executive

BACKGROUND

With over 20 years of experience in the field of research, Michele Levine has designed and implemented hundreds of surveys and research programmes. For the last 12 years as CEO of Roy Morgan Research, Michele has directed and been responsible for the quality of the research conducted at Roy Morgan Research.

ACHIEVEMENTS

Michele Levine refocused and re-engineered Roy Morgan Research to achieve 100% growth in 4 years, ISO 9001 accreditation, and to prepare the company for international commercialisation of its core product, a single-source database research tool that tracks the media and product/service consumption habits and opinions (in Australia, a database of about 55,000 respondents annually and in New Zealand 15,000 respondents annually).

In 2001 Roy Morgan commenced Roy Morgan Single Source in the USA and UK (USA data based on 20,000 respondents, and UK 6,000 respondents). In 2004 Roy Morgan commenced Roy Morgan Single Source in Indonesia.

PAPERS:

[Australians consider Innovation an Important National Priority](#), November 2008
[Future Summit Participants - Our views and how they compare](#), Future Summit 2007, Melbourne, Australia, May 2007
[Measuring Engagement](#), A joint paper prepared for Advertising Research Foundation (ARF), March 2007
[Political & Economic Overview 2007 - Another Election Year](#)
Committee for the Economic Development of Australia (CEDA), Sydney, Australia, February 2007
[Understanding and Communicating with Australian Holidaymakers](#), Tourism Futures Conference 2006, Melbourne, Australia, December 2006
[The Power of Newspaper Editorial & Advertising](#), Country Press Association 106th Annual Conference, Parliament House, New South Wales, Australia, October 2006
[Doing Business Globally - Marketing "Brand India"](#), India Conference, Melbourne, Australia, June 8-9 2006
[The Value of Listening To People](#), Future Summit 2006, Brisbane, Australia, May 2006
[Advertising Rules! - Like them or not](#), 52nd Annual ARF Convention & Expo, New York, USA, March 2006
[World Issues, Australian Issues and Australian Infrastructure Challenges](#), National Infrastructure Investment Leaders' Summit, Melbourne, Australia, October 2005
[Men were from Mars, Women from Venus](#), Melbourne Marketing, September 2005
[Convergence - Making Sense of The New Landscape](#), Marketing Week 2005, Adelaide, August 2005
[Direct Mail And The Importance Of Measurement](#), Launch of New Addressed Mail, Sydney and Melbourne, May 2005
[Technology, Innovation & Entrepreneurship](#), Future Summit 2005, Melbourne, May 2005
[The Brand Strength of Sustainable Tourism](#), Alpine Resorts Sustainability Forum, April 2005
[Wine Industry Outlook: Consumption Demographics, Market Segmentation, Trends and Opportunities](#), 2004 Wine Industry Outlook Conference, Sydney, Australia, November 2004
[Best practice Information Trends - What Works?](#) 2004 Australian Marketing Institute National Conference, Melbourne, Australia, October 2004
[Are you going by the numbers? If YES - are they the right numbers?](#) International Herald Tribune Media, Planning & Research in Asia, Hong Kong and Singapore, October 2004
[The Mood of the Electorate and the Federal Election \(4 days after the bombing of the Australian Embassy in Jakarta\)](#), Geelong Business Club, Victoria, Australia, September 2004
[Connecting the World through International Single Source](#), Tourism Futures Conference, Townsville, Australia, August 2004
[A Fresh Look at Estimating Readership Frequency Distributions](#), ESOMAR/ARF Worldwide Audience Measurement Conference, Geneva, Switzerland, June 2004
[Globalisation - An International Perspective](#), Future Summit 2004, Sydney, Australia, May 2004

[Lies, Damned Lies, and Statistics](#), published in "The New Investor" November 2003

["Readers-per-copy": beyond the phoney figure debate to understanding reader choice and how to drive it your way](#), Worldwide Readership Research Symposium, Cambridge, Massachusetts, USA, October 2003

[Reading: looking into ... logging onto](#), Worldwide Readership Research Symposium, Cambridge, Massachusetts, USA, October 2003

[The Mind and Mood of Australia \(just a little unplugged\)](#), Australian Institute of Company Directors, Melbourne, Australia, May 2003

[Understanding Your Customer And Your Brand - A powerful combination in tough times](#), Yamaha Dealer Convention, Yamaha Music Australia, Melbourne, Australia, April 2003

[How can The Worm point you in the right direction? - maximising the link between your marketing activity](#), Australian Marketing Institute National Conference 2002, Melbourne, Australia, November 2002

[Threats to the Environment](#), Melbourne, Australia, July 2002

[Australians and Giving - A Global Comparison](#), Fundraising Institute - Australia Ltd, Melbourne, Australia, July 2002

[Single Source - For Increased Advertising Productivity in a Multimedia World](#), ARF Week of Workshops, Chicago, USA, October 29 - November 2001

[A New Method to Measure Media Casualness for Magazines and Newspapers](#), Worldwide Readership Research Symposium 2001, Venice, Italy, October 2001

[The New Frontier of Polling - What it means for Global Marketing](#), American Australian Association, New York USA, October 2001

[Australia and the Global Marketplace](#), The Inaugural 'A Day With The Leaders' Conference, Melbourne, Australia, August 2001

[Only Real Leadership or A Crisis Can Save The L-NP Coalition](#), May 2001

[The Future of Market Research](#), July 2000

[Consumer Behaviour & its Impact on Tourism](#), December 1999

[The Mood of the People and the Election - Listen Carefully](#), Committee for the Economic Development of Australia, September 1998

[Owning the Customer the meeting of modern technology & an understanding of people](#), SUGA '98 User Group Conference, Melbourne, Australia, August 1998

[Corporate Intelligence - The Sales Edge](#), The Australian Sales Institute, Melbourne, Australia, May 1998

[Proof! Same budget, get 30-50% greater value!](#) The Inch Club, Sydney, Australia, May 1998

[Australia - the opportunity to lead the way](#), The Melbourne Convention Centre, March 1998

[Owning the Customer - The New Paradigm](#) The Role of Customer Satisfaction Surveys, Customer Loyalty Forum, February 1998

[Gold Mining and Marketing](#), January 1998

[Pragmatic Readership Measures for the Future](#), Worldwide Readership Research Symposium, Vancouver, Canada, Revised October 1997

[The Importance of Measurement - the New Paradigm](#), 50th Conference of Gallup International at Windsor, June 1997.

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