Press Release

1 October 2024

Paul Jamrozik appointed as Joint-CEO of TKW Research Group

TKW Research Group, Australia's well-known and trusted market research data collection, polling and healthcare agency, is excited to announce that Paul Jamrozik has been appointed as the new Chief Executive Officer (CEO) of its Research division.

Paul is a highly respected research professional, with more than 15 years' experience in the research industry. For the last three years, Paul held the role of Managing Director of EMRS, a leading social market research polling agency in Tasmania, where he successfully oversaw large-scale research programs, including directly managing federal and state election polling programs. He has a strong understanding of research methodologies and coupled with his ability to build long-lasting client relationships, makes him the perfect choice to lead the Group's Research Division.

Drew Le Grand, Executive Chairman of TKW Research Group, said: "we are pleased to announce Paul's appointment after an extensive search. Paul has the perfect balance of industry experience and enthusiasm to guide the Group's success during this important and exciting time in the company's history.

Paul will play an important role in shaping the firm's strategic direction, overseeing the development of innovative research methodologies and expanding our capabilities across Australia and overseas. TKW Research Group is committed to upholding the highest standards of quality and integrity in its data collection services. Under Paul's leadership, the Group aims to strengthen its reputation as a trusted supplier of telephone polling, while also continuing to innovate in an evolving research landscape."

"I am thrilled, honoured and humbled to be part of the TKW Research Group and excited about the opportunities ahead," said Paul. "I am looking forward to working alongside a talented team to enhance our research capabilities and deliver quality insights that drive informed decisions for our clients."

Paul commences his new role as Joint-CEO of the TKW Research Group on Monday 14 October 2024. For more information about TKW Research, please visit https://tkwresearch.com.au/ for details.

About TKW Research Group

TKW Research Group is a prominent market research data collection company with a significant presence in the Asia-Pacific region and a reach that extends to major English-speaking markets globally. With a history spanning over 25 years, TKW Research Group has consistently grown and diversified, establishing itself as one of the largest independently owned data collection agencies in Australia.

Specialising in providing robust and accurate data, TKW Research Group provides that data that helps businesses make informed decisions across various industries. A key strength of the company is their extensive network of Computer-Assisted Telephone Interviewing (CATI) facilities, boasting over 500 CATI seats spread across four strategic locations: Melbourne and Sydney in Australia, Auckland in New Zealand, and Suva in Fiji.

This broad geographical spread allows TKW Research Group to conduct large-scale telephone surveys and gather data from diverse populations across different time zones. Notably, they conduct phone polling not only in Australia and New Zealand but also in the United States, Canada, and the United Kingdom. This international capability enables them to provide insights into major English-speaking markets, making them a valuable partner for businesses with a global focus or those looking to expand into these regions.

Their expansive CATI infrastructure enables them to handle high-volume projects efficiently, making them well-equipped for national and multinational studies. The ability to conduct polling across these five countries positions TKW Research Group as a significant player in international market research, capable of delivering comparative insights across diverse markets.

TKW Research Group offers a comprehensive range of services, including:

- CATI B2B and B2C research
- Political and public opinion polling
- Face-to-face intercepts
- Audits and observations
- Healthcare professional research (both quantitative and qualitative)
- List recruitment for B2B and B2C
- Product testing
- Event evaluation
- Mystery shopping

Over their 25-year history, TKW Research Group has continually adapted to changing market needs and technological advancements. Their growth from a local Australian company to an international player with capabilities across multiple English-speaking countries demonstrates their commitment to expansion and diversification. As an independently owned agency, they maintain the flexibility to tailor their services to client needs while competing with larger, globally owned research firms.

This combination of long-standing experience, continuous growth, diverse service offerings, and international reach positions TKW Research Group as a leading force in the market research industry, particularly in data collection across the Asia-Pacific region and major English-speaking markets worldwide.