

Staff Profile

Irving Saulwick

Strategic Research Counsel

Irving Saulwick is one of the nation's leading social researchers. He published the prestigious Saulwick Poll for the Fairfax organisation for 23 years (1971 to 1994) and has assisted government, the private sector and academia with research for over thirty years.

Irving has been Chairman of the Market Research Society of Australia, Chairman and Managing Director of a major Australian market research company, Chairman of the Victorian Dairy Industry Authority from 1985 to 1992, a Director of P. E. Australia, the Australian branch of an international management consultancy and responsible for the Business Strategy Division of that company, a Visiting Research Fellow in the Political Science Department at the university of Melbourne in 1969 and 1985 and a Visiting Fellow in Marketing at the David Syme Business School (now Monash University) in 1978. He was appointed a Member of the Order of Australia (AM) in 1991 and is currently Principal of Irving Saulwick & Associates.