

Staff Profile

Pete Wilson
Research Director

Sydney-based

Pete has over 14 years of quantitative and qualitative research experience. He has conducted projects across a number of industries, ranging from large-scale tracking studies and market segmentation to issues-based qualitative studies, communications testing and planning strategies.

He joined GA Research in February 2008 and is responsible for the design and management of both quantitative and qualitative projects, as well as providing high-level strategic analysis and recommendations to clients.

Pete's talents lie in generating meaning and extracting relationships from quantitative and qualitative information. He is expert at interpreting and applying research findings to provide strategic recommendations for workable outcomes and highly skilled at presenting information so it is accessible, relevant and meaningful. Since joining GA Research he has worked on a range of research projects for clients such as BHP Billiton, St. George Bank, Woolworths, Lend Lease, NRMA, University of Technology Sydney, Australian Wool Innovation and the Catholic Education Office.

In his previous role as Research Manager with social research firm, Environmetrics he worked with a range of government and corporate organisations including the City Of Sydney, Tourism NSW, Sydney Harbour Foreshore Authority, Lend Lease, Commercial Radio Australia, English Australia and Sony BMG.

Pete is a graduate of The University of Sydney with a BSc degree in Medical Science and has additional training in journalism. He has also taught the Market Research and Services Marketing courses to Bachelor of Business students at the Australian Catholic University. He is a full member of the Australian Social and Market Research Society (AMSRS).