

Staff Profile

Sue Vercoe
CEO (GA Research)

Sydney-based

Sue Vercoe has more than 15 years experience as a market researcher, research buyer and communications consultant in the corporate, financial, issues and political arenas.

Her unique mix of research and communications consulting experience means Sue is focussed on giving fast and reliable real-world recommendations. It also means she goes beyond just analysing what stakeholders currently think – she explores how communications can be used to drive changes in knowledge, attitude and behaviour.

Sue works across a wide range of sectors but has a particular interest in high-risk, high stakes projects, retail shareholder research, climate change and infrastructure. Recent clients have included St.George, Tabcorp, MBF, Foxtel, NRMA Motoring & Services, Sydney Opera House, IAG, Cotton Australia, Federal Department of Health and Ageing, NSW Department of Commerce and the NSW Ministry of Transport.

Sue established GA Research in early 2006. She previously spent three years as a Research Director with UMR working on a wide range of political and issues projects for clients including Visa, Alcoa, Gunns, Integral Energy, ALP, Westlink M7, Woolworths, Leighton's and Lend Lease.

Before that Sue was a Director at Kreab Gavin Anderson, working in both the Sydney and Tokyo offices over an eight year period. Her primary focus at this time was corporate and financial communications, particularly shareholder communications. She worked closely with research firms during the AMP demutualisation and listing, GIO's defence against AMP's hostile bid and the Telstra 2 Share Offer, translating research findings into campaigns.

Sue holds a Bachelor degree in Organisational Communication from Charles Sturt University – Bathurst and a Master in International Communications from Macquarie University. She has also taught a Communications Campaigns subject to Masters students at Macquarie University. She is a full member of the Australian Market and Social Research Society (AMSRS).