

Nik Nanos, CMRP

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As the founder and President of Nanos Research, Mr. Nanos is one of Canada's most trusted pollsters and is regularly called upon by senior decision-makers to conduct research and to provide strategic counsel. His hallmark is his ability to provide insightful counsel to clients on complex issues ranging from reputation management, charting corporate expansions through to client positioning on public policy issues. In addition to his responsibilities leading the team at the Nanos Research Group, he is a Research Associate Professor in Canadian Studies at The State University of New York at Buffalo.

Mr. Nanos is the official pollster for Quebecor's Sun and Osprey Media Groups, Policy Options Magazine and CPAC, the Cable Public Affairs Channel. In the 2006 Federal Election in Canada, the tracking initiative led by Mr. Nanos reflected the outcome of the election to within one tenth of one percentage point for the four major parties - a record in Canadian polling history. The firm's polling information has appeared in major media outlets including CTV, the CBC, The Globe & Mail, USA Today, The Wall Street Journal, ABC News, The Guardian Newspaper in the UK, The National Post, The Toronto Star and The Economist Magazine.

Mr. Nanos has led research and management consulting initiatives on a full range of issues including the government privatization of services, evaluating logo changes for a Fortune 500 company through to providing expert research and advisory services for litigations before the courts. Mr. Nanos is among a handful of research practitioners who have patents awarded in the field of market research. Mr. Nanos currently has published research patents pending (IPN WO 99/35600) with the World Intellectual Property Organization and has been awarded patents in the US, Germany, UK, Ireland, France, and Austria for an automated real-time research process.

Mr. Nanos a National Past President of the Marketing Research and Intelligence Association (MRIA) and a Certified Marketing Research Professional (CMRP). The MRIA is Canada's national organization governing professionals engaged in marketing, advertising, social and political research. As the Past Publisher of the Canadian Journal of Marketing Research and Past Editor-in-Chief of Vue, the monthly magazine of the market research industry, he is one of Canada's leading research practitioners.

He is the senior researcher for assignments ranging from providing image and issue management for major trade associations through to conducting market studies on the office retail products and research on TV viewing habits. Because he is recognized as a leader in the market and public opinion research industry he has been called upon conduct research and provide counsel to clients ranging from the Retail Council of Canada, Mothers Against Drunk Driving (Canada), the Bank of Canada, CTV, the Canadian Diabetes Association, and Canada Post.

Contact

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