

***Julie MacKenzie - CV***

***Position: Research Director Nexus Planning and Research***

**Qualifications:** M.Soc.Sc. Psychology (First Class Hons) Waikato  
Diploma Applied Statistics - Massey

**Professional Affiliations:** Member of the New Zealand Market Research Society

**Current Role:** **Research Director**

Julie joined Nexus in January 2008. Since that time Julie has worked exclusively on public sector work. Much of this work has focussed on customer satisfaction, including customers of 'passive' and 'active' services provided by Councils, international and domestic travellers consuming NZ's tourism product, and tourism businesses using services provided by TNZ and its partners.

Clients have included NSCC, Rodney District Council, TNZ, Qualmark, and A+ (ARC).

Julie's role at Nexus involves research and questionnaire design, implementation, processing, analysis (including statistical), and interpretation and communication of results.

**Past Roles:**

**2001-2007**

**Associate Director, ACNielsen (Auckland)**

During this time Julie headed the Customised FMCG team of researchers, and was account director for a number of FMCG clients. For these clients Julie oversaw the delivery of Nielsen services, including brand equity and advertising tracking, sales results, household behaviour from panel data, and Nielsen media information.

Clients included TNZ, Foodstuffs LNI and SI, Goodman Fielder, Cerebos Greggs, Placemakers, and the 2003 Quality of Life survey.

Particular areas of market research focus were brand equity and advertising tracking and customer satisfaction research.

In 2003, Julie was awarded the NZ ACNielsen Customised Executive of the Year.

**1997 to 2001**

**Associate Director, TNS (UK)**

During her four years in the UK, Julie worked for a range of clients including Wella, Bayer, Holsten, UniChem, Allied Domecq, Danone, Cadbury and Royal Mail. Particular areas of focus were usage and attitude studies, consumer segmentation research, volumetric sales forecasting, product testing, and customer satisfaction research.

**1995 to 1997**

**Senior Project Manager, AGB McNair (Wellington)**

During her time in Wellington, Julie worked extensively on NZ Post research including a qualitative assessment of drivers of quality service, customer satisfaction with franking machines, and an advertising tracking monitor.

**1992 to 1995**

**Qualitative Project Manager, Heylen Research Centre (Auckland)**

As a specialist qualitative researcher, Julie's focus was on understanding market dynamics and consumer segmentations. Sectors researched include branded goods, financial sector, entertainment, and travel.

**1990 to 1992**

**Executive Officer, Auckland Area Health Board Mental Health Services Research and Development Unit**

Julie's work during this time was to determine the usefulness of a number of psychometric tests in predicting length of stay at inpatient mental health facilities around Auckland.

**Other Areas of Expertise**

Julie has considerable experience in multivariate analysis and bring with her knowledge of how and when different techniques can be used, as well as the expertise in implementing and interpreting them. As such Julie is able to offer a fairly unique perspective – that of a practical market researcher, with a background in advanced statistics.