

***Karen Newton – CV***

***Position: Consultant***

- Qualifications**
- : MA (1st Class Hons)  
Diploma in Business (Marketing)  
Diploma in Social Sector Research Evaluation (Distinction)
  - : High School: School Certificate (5 subjects),  
University Entrance (accredited, 5 subjects).

**Education**

- 1970-1973 : High School: School Certificate (5 subjects),  
University Entrance (accredited, 5 subjects).
- 1974 - 1977 : Victoria University.  
Bachelor of Arts, majoring in music.
- 1984 1988 : University of Auckland.  
Master of Arts, Education (1st Class Honours)
- 1990 - 1994 : Enrolled in a PhD programme.  
  
Research topic "The Teaching and Learning of Girls at Intermediate Schools".  
  
Withdrew after commencing career in marketing research.
- 1996 - 1997 (part-time) : University of Auckland  
Diploma of Business (Marketing)
- 2009 (fulltime) : Massey University  
Diploma in Social Sector Evaluation

This post-graduate diploma comprises four papers including Evaluation Theory & Principles, Professional Evaluation Practice, and Methods of Evaluation Research. My fourth paper was a Special Topic paper in which I reviewed Development Evaluation in the Pacific with a special focus on progress towards meeting the UN millennium development goals.

## Professional Affiliations

- : Aotearoa New Zealand Evaluation Association (anzea)
- : American Evaluation Association (AEA)
- : Australasian Evaluation Society (AES)

## Past Roles

2006 – March 2009

- : Group Account Director (Social Research)  
Colmar Brunton (Wellington)

Responsible for responding to GETS RFPs and servicing non-commercial clients. Experience in designing and managing large scale surveys; familiarity with a policy-led environment.

Key clients during this term were:

- Ministry of Education
- PHARMAC
- Retirement Commission
- Student Job Search
- Te Papa Tongawera
- Valuation New Zealand
- ESOL Home Tutors
- Ministry for the Environment
- Department of Building and Housing
- Independent Schools Association
- Education New Zealand.

2001 – 2005

- : Research Director – Client Service,  
International Research, ACNielsen, Singapore

Types of customised research projects included brand positioning studies, usage and attitude projects, customer satisfaction research, continuous tracking research, and new product development research. Extensive experience in online research for new product development, packaging research, brand tracking, and panel information.

Major clients included:

- Singapore Tourism Board (STB)
- Reckitt Benckiser
- Kimberly Clark
- Kraft
- Visa International
- Eastman Kodak
- Economic Development Board of Singapore, (EDB)
- International Enterprise Singapore (IES).

- 1994 - 2001 : Research Director – MRL Research Limited  
(1994 - 1997) and then bought by ACNielsen (1998 –  
2001)
- As a Director, responsible for revenue budgets through  
developing and maintaining client relationships with  
major multi-national corporations as well as smaller  
organisations. Successfully launched a retail sales  
tracking product for the agricultural sector in NZ using  
Market Track – ACNielsen’s retail audit software.
- 1993 : Full-time study (PhD dissertation).
- 1989 - 1992 : University of Auckland, Auckland College of  
Education  
1989-1990 Assistant Lecturer - Education  
Department.  
1991-1992 Lecturer in Education