



## NEWS RELEASE

**For immediate release:**

### **AMSR Board appoints MRS CEO Jane Frost, CBE, Vice Chairman**

June 25, 2020: The Archive of Market and Social Research (AMSR), which is archiving and making freely available UK market and social research and commentary from the past 70+ years, has appointed Jane Frost, CBE, CEO of the Market Research Society (MRS), as its Vice Chairman.

AMSR Chairman Patrick Barwise, Emeritus Professor of Management and Marketing at London Business School, says: "It's wonderful to have Jane, who has been an avid supporter of the archive since its inception, now on the Board of Trustees. With her 30+years board-level experience in marketing and strategy in both the private and public sectors, as well as her recent transformative role at the MRS, and with her strong connections within UK market research, Jane will be a terrific addition to our Board as we develop and disseminate the archive."

Jane Frost adds: "I'm excited to become more formally involved with the AMSR and to increase awareness of its vast riches and benefits. The market and social research sector has questioned, observed, and explained people's attitudes and behaviours both as citizens and consumers for nearly 75 years. Tim Harford has identified the sector as one of the 25 things that made the modern economy, as such we are an integral part of the social development of post war Britain. Not only is the archive a vital resource for social historians, there is much to be learned from it for current market and social research practitioners, brand strategists and modern policy makers. And I look forward to helping bring awareness and use of the archive to a much broader audience."

**-ENDS-**

#### **NOTES TO EDITORS:**

A registered charity, the Archive of Market and Social Research (**AMSR**) was established in 2016 to rescue valuable historical UK market and social research material and make it freely available online to researchers, journalists, students and the wider public. AMSR is a living, searchable archive of high-quality research data and commentary drawn from the output of top practitioners over many decades. The aim is to provide an inspiring source for those around the world researching or studying Britain since the 1950s or seeking to understand the dynamics of long-term market and social change in the past, the present and potentially, the future.

**Jane Frost, CBE**

CEO of the Market Research Society (MRS), Jane has over 30 years of 'client-side' experience at board level in marketing and strategy positions at blue-chip organisations. She is currently leading radical change at MRS and provides an important link between the industry's association and its archive.

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