



Jon O'Loughlin is President of TRG/SKY Asia Pacific. His role is to lead the business across Asia Pacific, ensuring clients are able to gain valuable insights to Asian customers and fast developing Asian markets.

Jon has a wide range of expertise, covering many business sectors. His specific research skills include brand equity & positioning, customer segmentation, promotions, customer loyalty/retention, pricing, product/concept design clinics and product quality.

Jon began his career in 1984 as a sponsored under-graduate, combining studies for his Business Studies degree with a four-year placement at AGB Research in London. After graduating, Jon remained with AGB, acting as Account Executive for a number of FMCG and fresh food client accounts. In 1990, Jon moved to MEW Research, a specialist travel & tourism agency, where he was Account Manager for the various Disney businesses in Europe and the USA. Jon moved into automotive research in 1992 when he joined MIL Motoring (now part of GfK NOP), during which time he undertook significant numbers of studies in the Middle East and Asia Pacific. This included what is understood to be the first dynamic drive clinic in Saudi Arabia. In 1996 Jon moved to Research International as part of their global automotive team based in London. During his tenure at RI, Jon was part of the key account team for Shell Oil. In 1998 Jon joined Infratest Burke UK as Director to lead the formation and development of their automotive research business. Following acquisition, the business was merged with another sister company for which Jon was Deputy Managing Director. Jon relocated to Singapore in 2003 after being hired by Synovate to run their automotive business across Asia Pacific. Between 2004 and 2008, top line revenues increased by over 100% whilst operating profit increased in excess of 300%. Jon joined TRG/SKY in 2009 and remains located in Singapore, running the AP business.

Jon is a full member of both the Market Research Society UK and the Market Research Society Singapore. He has had two papers published in Research magazine in the UK – one on the role of promotional campaigns in the purchase decision process; the second challenged the principles of traditional new car buyer research by proposing that longitudinal research is a more faithful measure of the decision-making process.

Jon holds a BA (Hons) degree in Business Studies from Thames Valley University in the United Kingdom.