



Decoding Decisions

Making sense of the messy middle

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Ali began his career researching ad effectiveness in agency before moving client-side to build and lead a team with an expanding remit ranging from marketing and proposition development to innovation and business strategy. Over the past 20 years he has developed a highly strategic approach to insight development which he now uses to explore consumer behaviour and decision-making at Google, where he is a regular speaker on these topics.

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Jonny leads Google's insights team in the UK. Prior to his 10 years of marketing research at Google, he plied his trade in the media agency world. He is a regular speaker on evolving consumer behaviour, cross-media measurement, and marketing effectiveness. He represents Google in a range of forums in the UK marketing and research industries.

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Claire began her career on the agency side at 360i and relocated to London five years ago to head up the insights team at 360i's new European outpost. Upon joining Google, Claire specialised in emerging and innovative research methodologies, from neuro and physiological response research to trend identification through text analytics. In 2017, she was named one of Management Today's 35 Women Under 35. She is now working as a Product Manager in Google's workshop for experimental products.

Gerald Breatnach

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Gerald's team works with UK clients, bringing together Google data analysis and research to help address their challenges. Before joining Google almost 10 years ago, he worked on some of the UK's biggest brands at well-known creative agencies. He sits on the Institute Of Practitioners in Advertising (IPA) Effectiveness Advisory Board and is a regular speaker on marketing effectiveness and strategy.

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