



**M3 MAGNIFIED
SERIES**

MEET NICK WAIN

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Nick Wain has been in the market research industry for over 15 years. Like so many others within the industry, what started as a two-week temporary job has turned into a fulfilling career in market research (MR). He has worked his way up through various project management and research titles, before eventually moving to his home at M3 Global Research in May of 2015.

Nick has contributed to the industry in many ways. He served as BHBIA fieldwork chairman for over two years, grouping together other fieldwork specialists for three years to ensure quality fieldwork, completion of successful fieldwork in projects, and long-term viability of data collection across the industry. Also, within the BHBIA, Nick joined the evaluation team for the BOBI awards and has spoken at BHBIA events. He's also contributed to screener best practice guidelines by both the BHBIA and EphMRA. Nick has also authored and hosted several BHBIA webinars and participated in conference sessions, including being awarded joint runner-up for the Jack Hayhurst (JH) Award for Best Paper at the EphMRA Annual Conference in 2017.

However, it's not only within outside associations that Nick has been an active contributor. Within M3 Global Research, Nick has always worked cross-collaboratively with other departments in the company, most notably in helping to improve the customer satisfaction program and in the establishment of the Instant Insight product. And, 2019 sees Nick further diversify his experience at M3 as he moves into a more focused commercial role.

While Nick has spent much of his career focused on quantitative methodologies, he has developed a soft spot for qualitative studies. The projects he most enjoys are innovative projects involving cross collaborations of respondent targets and emerging MR techniques that are on trend to fuse health care provider (HCP) and patient insights. He has enjoyed seeing the recent increase in patient-centric requests and sees a day when segmentation by single approach methodology trails that of fused, agile research to help maximise customer insight.

If money and time were no object, the one thing



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Nick would like to see improved in the industry is for there to be transparency for all the unsung heroes who join together all the dots and put together the big picture, especially the juniors doing the granular work.

Reflecting back across his career experience, the advice Nick would give to someone interested in pursuing a market research career is to always reflect on the clients' needs when looking to fulfill a request. If you understand the "why" behind the question, the answer you will be able to provide will be that much more helpful. But, when asked about his most unique experience as a market research professional, Nick merely states that "What happens at conference stays at conference." (It definitely did not involve dancing on stage in a hula skirt.)

Nick wouldn't look to switch jobs with anyone else within M3, he simply strives to be happy at any given time. He's certainly looking forward to his new commercial role in the year ahead with all of the challenges and opportunities this is expected to bring for M3 GR within such a dynamic market place.

When he's not working, Nick can typically be found

either lifting heavy, inanimate objects in the gym or enjoying long walks in the Surrey countryside with his fiancé Michelle and dog Toby. Typically, any health benefits this provides are easily offset by their regular trips to the pub.