

Sue Vercoe

Chief Executive Officer, GA Research, Australia

Sue Vercoe has more than 15 years experience as a market researcher, research buyer and communications consultant in the corporate, financial, issues and political arenas. She is a qualitative research specialist and an experienced focus group moderator. She also oversees quantitative research for many clients.

Sue established and leads GA Research, a specialist market and social research firm that operates as a division of Gavin Anderson & Company.

Sue previously spent three years as a Research Director with UMR Research working on a wide range of political and issues projects for clients.

Before that Sue was a Director at GA, working in both the Sydney and Tokyo offices over an eight year period. Her primary focus at this time was corporate and financial communications, particularly shareholder communications.

Sue holds a Bachelor degree in Organisational Communication from Charles Sturt University – Bathurst and a Master in International Communications from Macquarie University. She is a full member of the Australian Market and Social Research Society (AMSRS).