

KEVIN WATSON

International Research Services



Chair of the Board

EDUCATION & WORK EXPERIENCES

Kevin Watson has been in the market research industry for over 26 years and has an extensive track record of cultivating strategic partnerships, sales leaderships, and client engagement experiences.

He is an expert in qualitative & quantitative solutions, programmatic sample, DIY purchasing tools, and custom insight tools, which empower faster answers for his clients.

As the CBO, Kevin works to build strong sales teams to work together and evolve with the always-changing MR industry. Kevin worked +10 years in the APAC region, mainly in Japan and China, and brings a special set of skills to IRS that help combat growing quality concerns in the industry.

Kevin is fluent in Japanese, Spanish and English, and this has allowed him to see firsthand how to create worldwide access to many audiences.

Prior to IRS, Kevin had the opportunity to work for many of the top CATI, CAWI and CAPI companies in the MR industry.

An aerial photograph of a city skyline, likely New York City, during the "golden hour" of sunset. The sky is a mix of blue and orange, and the city's skyscrapers are silhouetted against the bright light. The Empire State Building is prominent in the center. The image serves as a background for the text overlay.

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CONSULTING & MARKET RESEARCH SERVICES

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