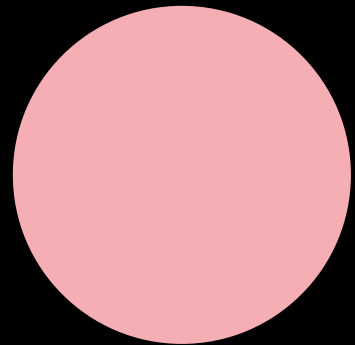
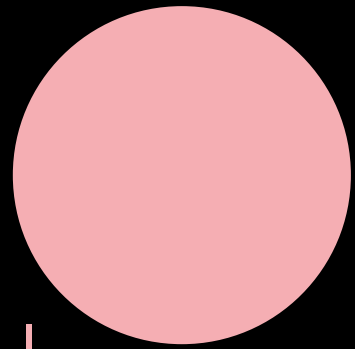


Savanta Group

Role Specification: Head of Strategic Research | Savanta · Explorer · Plinc



Classified: Private

Location: Americas

Business Area: Research Leadership

Reports to: President, Explorer & Plinc

About the Role:

Head of Strategic Research | Research Leadership | Americas

Savanta, Explorer, and Plinc are distinct but connected research and insight businesses, each with their own focus and client base. Together, they form a group with significant breadth of capability - from large-scale quantitative research to specialist qualitative and innovation-led insight. Across all three, the commitment to rigorous, credible, and commercially relevant research is constant.

This is a role for someone who combines deep research expertise with the presence and communication skills to represent the group externally: writing, speaking, and engaging with the media and industry on the research topics that matter. You will work closely with the President, Explorer & Plinc to shape the group's research agenda and raise the quality bar across all three businesses.

This role will work with almost all departments, across all research divisions, as well as commercial, marketing, and product teams. This role will be the research expert, helping to meaningfully connect different areas of the larger organization.

In your first three to six months, you will get to know how research is designed and delivered across all three businesses, identify where practice diverges and quality risk sits, and agree a prioritized set of methodology standards with the President, Explorer & Plinc. Alongside that you will start building the documentation, guidelines, and training to embed them, support live proposals where methodology is the deciding factor, and help shape the group's strategic research agenda.

Key Responsibilities

Research Methodology & Quality:

- Own and evolve research methodology standards across Savanta, Explorer, and Plinc - ensuring best practice is applied consistently across projects, teams, and geographies.
- Act as the internal authority on methodological rigor: reviewing approaches, challenging where appropriate, and providing guidance to research teams across all three businesses.
- Identify and address methodological risk across the group - ensuring that our outputs are defensible, accurate, and credible regardless of which business delivers them.
- Stay at the forefront of developments in research methodology, data collection, and analytical techniques - bringing new thinking into the group's work where it adds value.
- Champion the considered use of AI and automation to improve the efficiency and consistency of our research, with clear group-wide guidance on where it is appropriate and where human judgment must lead.
- Lead the development and maintenance of group-wide methodology documentation, guidelines, and training materials.

External Profile & Thought Leadership:

- Represent the group publicly as a research expert - contributing to industry publications, speaking at conferences, engaging with the media, and participating in sector bodies.
- Write and publish research-led content that demonstrates the group's expertise and raises our profile in the research and insight community.
- Respond to external enquiries about our methods - from journalists, clients, academics, and industry bodies - with authority and clarity.

- Build and maintain the group's reputation as a methodologically credible and trustworthy research business.

Strategic Research Agenda:

- Work with the CEO/President, Explorer & Plinc to define the group's strategic research agenda - identifying the topics, methods, and innovations that will differentiate Savanta, Explorer, and Plinc in their respective markets.
- Commission and oversee flagship research initiatives - from design through to publication - that demonstrate the group's capabilities and generate commercial interest.
- Partner with commercial teams across the group to ensure research capabilities are clearly articulated and effectively positioned in pitches and client conversations.
- Provide strategic input on new product and service development, ensuring methodological integrity is embedded from the outset.

Internal Capability & Standards

- Champion a culture of methodological rigor and intellectual curiosity across the research functions of all three businesses.
- Provide mentoring, coaching, and expert guidance to senior researchers across the group.
- Work cross-functionally with analytics, data science, and delivery teams across Savanta, Explorer, and Plinc to ensure a joined-up approach to research quality.
- Lead or contribute to internal research forums, peer review processes, and knowledge-sharing initiatives across the group.

People & Team:

- Forge strong relationships notably with peers in other divisions and Global leads to ensure best practice and shared learnings, optimizing resource requirements, and optimizing our proposition for winning new business and delivering inspiring outputs.
- Be an active member of the senior team working to ensure research delivery performance is closely managed with clear lines of accountability across accounts and any sub-sectors / audiences. Ensuring strong performance management, and high quality of delivery of the team as a whole.

Personal development / Profile at Savanta / Savanta-wide role:

- Raise the profile of the organization through external speaking and/ or networking opportunities and regular content/thought leadership via our marketing channels.
- Identify opportunities to improve internal processes / ways of working and create a plan for implementation of continuous best practice both within team and beyond.
- Embody company values and meet performance expectations.
- Promote global best practices, innovation, and collaborative ways of working.

About You:

You are a genuinely respected researcher, the person senior colleagues seek out because your judgment is trusted and your input makes the work better. You will bring deep, hands-on methodological expertise across quantitative and qualitative research, built over a substantial career, and the confidence to challenge an approach constructively regardless of who designed it or how far down the line it is.

Attitude matters here as much as technical ability. This role carries influence rather than direct authority across three businesses, so credibility must be earned through being useful: teaching rather than policing, offering a better option alongside any critique, and staying

pragmatic about commercial and budget realities. You will be intellectually curious and quietly restless about improvement, interested in new methods and technologies, but rigorous about what stands up.

You will also be comfortable being visible. That means writing and speaking with clarity, holding your own with journalists, clients, and academics on how we do what we do, and representing the group as its research voice. Equally, you will be someone who will roll their sleeves up on a proposal at short notice, this is a senior role, but not a detached one.