



**M3 MAGNIFIED
SERIES**

MEET TOM PUGH



M3 Global Research SVP of Sales, Tom Pugh has been in the market research (MR) industry for ten years. Like so many in the industry he fell into MR. Tom met his wife at university in Leeds and later, to ensure that he wouldn't try and move back to Birmingham, she got him interviews in London, leading to his first job in MR.

Tom's first job involved traipsing around Kentish Town in the pouring rain with a CAPI machine, stopping people to interview them about their utility bills. (He reminds himself of this experience every time he has a bad day.)

The person who has had the greatest impact on Tom in his career is a former boss named Gerald McNamara. At the time, he didn't appreciate what Gerald did for him, but he now appreciates how he mentored Tom and took him from being late to work and not well-dressed to wearing cufflinks, polished shoes and an ironed shirt, starting at 8:45am. He also inspired Tom to read many books. Tom credits Gerald's impact for ultimately resulting in Tom becoming a director at the age of 24.

Tom joined M3 Global Research because he'd grown tired of being at the bottom of the food chain. He was drawn to the fact that M3 is focused on driving innovation, because other companies weren't. He has enjoyed the opportunities the company has provided him with. With M3, he's been part of winning a BOBI Award, has presented at four conferences, and has also had the opportunity to host several webinars for the company. He believes it is great for fieldwork that M3 consistently pushes the envelope.

Tom finds patient work particularly exciting, and appreciates the opportunity to work on a lot of it with M3, especially since it is the area where M3 won the BOBI award.

While Tom's wife understands what he does for a living, his mother asks him regularly "What is it you actually do?" and he's fairly certain she tells everyone he's a doctor.

One thing Tom would like to see in the market research industry is a summit that taps into what doctors think, even if it were a virtual conference.



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He believes it would be helpful because it could help resolve issues the industry faces, such as finding ways to keep respondents engaged. He feels that having a platform to get that kind of feedback would be valuable for the whole industry.

Tom's advice to anyone seeking to join the healthcare MR industry is that you get out of it what you put in. What he pushes at M3 is to try to understand what the client is looking to achieve. With that understanding, you can better advise the client, so that they can better advise their own client. He reads about the drug in his client's study so that he can now talk on a different level with the researcher. He believes that working in pharma, the better you are read on it, the more successful you will be.

Tom genuinely loves his job and wouldn't want to switch positions with anyone else within the company. If he were not in this industry at all, he would seek a position in sales training as that is his favorite part of his current role.

When Tom is not working, he's kept quite busy looking after his two small children or watching Aston Villa F.C. get beaten, while sipping red wine.