

## **Professor David Smith**

David is a Director of DVL Smith, a leading business research and skills development consultancy. He is a Visiting Professor at the University of Hertfordshire Business School. David is also the current Vice President of ESOMAR, one of the leading worldwide global Associations for marketing intelligence.

Prior to setting up his own research consultancy, David was a full time academic at the London South Bank University and a researcher at what is now the National Centre for Social Research. Prior to that, he undertook research at an agency which at that time was part of Unilever.

David is the author of several books on marketing intelligence. He has lectured on evidence based decision-making throughout the world.

DVL Smith's offices are based in London, and David lives in Brighton.