

(2) AMEC Nomination paper for election to the 2022 board:



## 2) NOMINATION FOR ELECTION TO THE AMEC BOARD OF DIRECTORS (BOD)

<b>I wish to nominate</b> <i>(name of nominee)</i>	Philip Lynch
<b>in the Board category for</b> <i>(please circle one)</i>	<b>Full</b>
<b>as a representative of</b> <i>(name of company)</i>	Kantar Media Intelligence
<b>Please indicate briefly the experience of the nominee that qualifies them for election to the Board:</b>	Philip has over 20 years' experience of media insights and has led many of Kantar's most important measurement programmes. He has good personal links within the measurement and communications sectors, plus he has established a parallel career in academia.
<b>Please indicate whether a personal statement (up to 100 words) from the nominee in support of his/her application is attached or whether it is to follow</b> <i>(please circle)</i>	<b>Attached</b>
<b>Nominee has given their consent</b> <i>(please circle)</i>	<b>Yes</b>
<b>My name is</b>	<b>Christophe Dickes</b>
<b>I am the representative of the Member company or individual named here:</b>	<b>Kantar</b>
<b>Date</b>	<b>10 October 2021</b>
<b>Signed</b>	

Johna Burke  
AMEC Global Managing Director  
V230921  
Statement:

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My experience runs from co-founding a successful start-up through to managing global evaluation programmes for Kantar, the world's biggest marketing insights agency. In 2015 I stepped out of Kantar to work directly with PR and Public Affairs agencies, which gave me better understanding of how data adds value to the work of our clients. As a visiting lecturer at University of Westminster I also teach measurement and analytical techniques to the next generation of comms professionals. As Board member I would work to strengthen the credibility of AMEC as the industry's leading proponent of best-practice.

Philip Lynch



## (2) Election Manifesto / Personal Statement

**Candidate name/organisation and job title here: Philip Lynch, Insights Director, Kantar**  
**Representing membership category: Full Member**



*I ask the AMEC members in my category to vote for me and support my candidacy to become a Director of the AMEC Board.*

*I plan to support all the efforts and initiatives of AMEC during my term and commit to volunteering my business experience and organization resources to advance the issues and areas of interest below forward during my term:*

- How we adapt to new technology: AMEC rightly prides itself on delivering the best thinking on measurement, but we also need a clear vision on how new technology can empower richer insights at scale rather than simply being a means to deliver faster, cheaper.
- There has been brilliant work on building the academic case for measurement (step forward Profs Jim Macnamara, Anne Gregory and the Academic Advisory Group). The academic basis of AMEC guidance strengthens our credibility. I know from first-hand experience that universities want closer links with the industry and AMEC is the organisation to make this a reality. I don't believe this challenges our own education initiatives – if anything it puts us in a stronger position to be the 'go to' resource for learning.
- AMEC is a global organisation, and we must recognise that growth needs to be managed and supported effectively. AMEC has been able to rely on the goodwill of its members, but I think we are at a tipping point where we need to make our future sustainable through adequate resourcing to support the work of the CEO and regional chapters. I don't know what the answer is, but I know it's a conversation we need to have.

**Electronic signature: Phil Lynch**

**Date: 10 October 2021**