

Researcher Bios



Mike Bloxham, *Director, Insight and Research, Ball State University's Center for Media Design*

Mike Bloxham has worked in media research and consulting for 19 years, advising multinational corporations, media owners and government agencies on strategic marketing and communications issues on an international basis. His clients have included Microsoft, Cablevision, BSKyB, Le Monde, Procter & Gamble, MTVEurope and the British government. Bloxham has extensive attitudinal and behavioral research experience, and he has worked on key projects in iTV, interactive marketing and advertising, user segmentation, usability and media lifestyle profiling.

He has been a featured speaker at marketing, new media and research conferences internationally. He also writes regularly for Media magazine and MediaPost's TV Board blog. In 2003, Bloxham became director of Insight and Research at Ball State University's Center for Media Design, a consumer and content-oriented digital media research and development facility. He and the Insight and Research team have become known for groundbreaking work in observational research into consumer media consumption and measurement and are currently working in mobile media research, eye tracking and advanced usability testing.

Michael Holmes, *Associate Director, Insight and Research, Ball State University's Center for Media Design*

Michael Holmes is Professor of Communication studies at Ball State University. He is one of the principal investigators for the Middletown Media Studies and is former interim dean of Ball State's College of Communication, Information, and Media, one of the nation's 10 largest colleges of communication.

His research has appeared in a diverse range of publications including *Behavior Research Methods, Instruments & Computers; Management Science; The Police Chief* and *Human Communication Research*. He is co-author of the award-winning book *Organizational Change and Innovation Processes; Theory and Methods for Research* (Oxford University Press, 2000). He has more than 20 years experience in observational studies of human behavior, including research on conversational structure in computer-mediated communication, bargaining processes in hostage negotiations, interaction patterns in small-group decision making, gaze paths in Web and TV viewing and consumer exposure to media.

Bill Moul, *Founding Partner of Sequent Partners and Founding Partner and CEO of Media Behavior Institute.*

Immediately prior to co-founding Sequent Partners LLC in 2003 as a brand and media metrics consultancy, Bill served as President of the Marketing Science Institute, a non-profit organization that combines the resources and efforts of world-class marketing organizations and leading researchers from marketing academia worldwide, to advance the science of marketing.

For most of the 1990s, he was President and CEO of ASI Market Research and then Ipsos-ASI, the world's largest provider of TV advertising testing, and a leader in other aspects of advertising research. For most of the 1980s, Bill was President of BASES (now part of Nielsen). During this period, BASES became the U.S. market leader and then the world leader in new product forecasting.

He received dual Bachelor's Degrees in Management Science and Psychology from Carnegie-Mellon University, an MBA from the Wharton School, and a Doctorate in Marketing from the Harvard Business School.

Jim Spaeth *Founding Partner of Sequent Partners, and Founding Partner and Chief Strategy Officer of Media Behavior Institute*

Immediately prior to co-founding Sequent Partners LLC as a brand and media metrics consultancy, Jim served as President of ARF, The Advertising Research Foundation, for seven years. Under Jim's leadership, ARF expanded its scope to incorporate all aspects of market research practice on a global basis. Jim and his team established ARF's mission as *profitable business through effective research and insights*.

Prior to his leadership role at ARF, Jim spent over a decade developing new research tools to improve clients' business performance. He has also led the media research and planning function at General Foods (now part of Kraft) and Young & Rubicam.

Jim is the co-author of *Market Research Matters* and numerous articles, as well as a frequent conference speaker. He has served on the boards of a number of industry associations. Jim holds a B.A. in Mathematics, an M.S. in Econometrics and a Ph.D. in Economics.