

John Gilfeather, executive vice president, Koski Research

John Gilfeather has been at the forefront of corporate reputation measurement for more than 40 years. He began his career at research firm Yankelovich, where he led two groundbreaking studies for Time magazine in the 1970s on the impact of advertising on corporate reputation. Also at Yankelovich, Gilfeather created a series of studies that measured reputation among hard to reach audiences—portfolio managers, retail brokers, institutional investors in Europe and Asia and business journalists—which served hundreds of clients over more than a decade.

Gilfeather's private-sector success spurred his passion for giving back to the industry. He's a past chair of the Council of American Survey Research Organizations; a past president of the Market Research Council; and he has been on the board of advisors for IPR's Research Conference for 10 years. A founding member of the IPR Measurement Commission, Gilfeather co-authored one of the commission's first papers, on evaluating investor relations programs, which is now being expanded into a book set to be published later this year.