

Richard Bagnall, CEO, PRIME Research UK

The current chair of the International Association for Measurement and Evaluation of Communications (AMEC), Richard Bagnall has been at the vanguard of industry measurement initiatives since he started his PR career in the early 1990s.

Bagnall was a founding partner of Metrica in 1996, leading its growth into one of the largest specialist measurement consultancies in the world when it was sold to Exponent Private Equity in 2009. From 2009 to 2013, Bagnall served as managing director of global insights and analytics at Gorkana Group, and over the course of his career, he created, implemented and ran measurement programs for organizations such as Adobe, eBay, The Bill & Melinda Gates Foundation, Visa, Symantec, Sony, Canon, Barclays and HSBC, among others.

Bagnall has been a leading voice in shaping the measurement conversation. Metrica was a founding member of AMEC, and Bagnall helped to grow the trade association to more than 150 members in over 85 countries. He has run a number of AMEC's key educational initiatives, including the team that developed the social media measurement frameworks. Most recently, he was instrumental in creating the AMEC Integrated Framework and accompanying resource center