



## (2) Election Manifesto / Personal Statement



**Candidate: Jake Steadman, Vuelio (Access Intelligence), Global VP of Research and Insight.**

**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:

“I am excited by the opportunity to join the AMEC Board and help the industry continue to grow.

As someone relatively new to the communications industry, I can bring a different perspective drawn from my experience in the tech, marketing effectiveness and market research worlds.

I would draw on my experiences during a 20-year career that has included building and leading the Research, Insight and Measurement functions at O2, UK, Twitter and Deliveroo. Experiences that have undoubtedly taught me the key importance of measurement and effectiveness, as well as the true difficulties with doing it well.

I’ve also helped develop and lead the effectiveness and measurement agenda in the Marketing and Market Research industries. I am a main board member of the Market Research Society, a founding member of the IPA initiative #IPASocialWorks and have been a regular contributor to both the IPA Eff Week committee, the WFA and the MRS Delphi Group.

I would welcome the opportunity to bring this knowledge and experience to AMEC and contribute to furthering the communications industry at large.”

**Electronic signature: Jake Steadman**

**Date: 15.10.21**

(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>	Jake Steadman
<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>	Access Intelligence
<b>Please indicate briefly the experience of the nominee that qualifies them for election to the Board:</b>	20+ years experience in marketing measurement and effectiveness role. 5+ years experience on the Main Board of the Market Research Society.
<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>	Submitted
<b>Nominee has given their consent</b> <i>(please circle)</i>	<b>N/A as self-nominating</b>
<b>My name is</b>	Jake Steadman
<b>I am the representative of the Member company or individual named here:</b>	Access Intelligence (Vuelio)
<b>Date</b>	<b>15/10/21</b>
<b>Signed</b>	Jake Steadman

Johna Burke  
AMEC Global Managing Director  
V230921