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DBM Consultants brings in new Executive Director to expand sector presence

Research agency DBM appoints strategic research expert Matthew Bond as Executive Director after a successful 7+ years at EY Sweeney where he was a Director in the EY Business Transformation team.

Matt is a strategy-driven researcher who has significant experience working with clients across APAC on some of their largest challenges, from shifting market forces to bringing customers to the centre of decision making for senior executives and marketers alike. Using both qualitative and quantitative research methodologies complemented by human-centred design, CX approaches and deep collaboration with clients, – Matt will focus on strategic consultancy and bespoke research studies across all commercial sectors.

His near 20-year career spans across FMCG, Banking and Finance, Retail, Environmental, Automotive, Telco, Tourism and Government. In the last 10 years, he has won a number of awards and led studies across NPD, communications strategy and testing, market segmentation, branding, pricing, customer satisfaction, thought leadership and consumer trends.

“We are thrilled to welcome Matt and look forward to leveraging his strategic insights across a wide range of sectors,” said Kipling Zubevich, CEO of DBM Consultants.

Matt joins DBM to drive the commercial sector, ad-hoc Insights and Strategy arm of the consultancy. In his words, “The opportunity to work with the team at DBM through the next evolution of the industry was too good to pass up.

“I look forward to working collaboratively with progressive clients across bespoke research projects to bring customers and stakeholders to the heart of their strategy and actions.”

Founded in 1992, DBM Consultants is one of Australia's leading market research companies and part of the APAC-wide Illuminera Group. Founded in 2007, Illuminera is a global, insight-driven marketing consulting firm which has since evolved into a premier data-empowered marketing consulting and solutions group with global presence.

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