

Canadian Research Insights Council

Le Conseil de recherche et d'intelligence marketing canadien

Former PMRS President John Tabone appointed CRIC's Interim Chief Administrative Officer

April 1, 2019 – TORONTO: The CRIC Board of Directors is pleased to announce that John Tabone has accepted the position of Interim Chief Administrative Officer effective immediately. John brings over 20 years of experience in research and association leadership.

During his 19 years at the Chartered Professional Accountants of Canada and its predecessor (the Canadian Institute of Chartered Accountants), John founded the insights and analytics function. He quickly expanded his portfolio by using insights to develop and implement numerous successful member engagement strategies. John led the teams responsible for member loyalty programs, online communities, career services, webinars, sponsorship, the WebTrust audit program, and many other innovative new services. John also served as the Director-North America of the International Innovation Network, an initiative of leading global accounting bodies that he helped establish to foster global innovation. Following his tenure at CPA Canada, John founded ConvergeLoyalty, a marketing consultancy that helps organizations develop insights-based strategies that drive loyalty. He is also actively supporting Leaders Expedition (LEx), a start-up focused on building leaders who will transform the world.

John also brings extensive experience supporting the research and insights sector. As director of education for the Professional Marketing Research Society (PMRS) he rapidly grew the education portfolio and founded the CMRP certification program. He served as the final president of the PMRS and helped to finalize the successful merger with CAMRO and the CSRC to form the MRIA. John also served as the chair of the Client-Side Research Council where he led several initiatives to support and engage researchers working on the client side.

John holds an Honours Bachelors of Commerce degree from McMaster University and a Masters of Business Administration degree from the Schulich School of Business at York University where he graduated on the Dean's Honour list.

Among his immediate priorities at CRIC will be the development of the Council's accreditation process for new members, and the promotion of associate membership categories to include the broader research and insights community.

About CRIC: CRIC's mandate is to develop and approve market and research standards and supportive programs; provide effective promotion and advocacy for the market and insights research industry; serve as a source of information for the industry; and be a forum for collective industry action.

For more information, visit www.canadianresearchinsightscouncil.ca or contact John Tabone at john.tabone@canadianresearchinsightscouncil.ca. For matters related to communications and advocacy, contact Greg Jodouin, Government Relations at greg.jodouin@canadianresearchinsightscouncil.ca.