

Josh White

Director, Global Support Team
20|20 Research

What do you look for in terms of design or performance of technology?

Transparency with the technology.

How do we make our clients and panelists forget they are even using technology?

They want something that works and is as easy and seamless as possible. Also, adaptability is key.

How can I take even the craziest of methodologies and make them work well for our clients?

TECHIE IN-TRAINING ▶▶▶

What do you see as the next big game changer in research technology?

Harnessing the power of existing technologies like Instagram or Snapchat will be a game changer. These applications are a way of life for their users. You eat a meal, you share it. You get stuck in traffic, you share it. They provide instant gratification back to the user. Using this mobile behavior and these technologies to get the insights we are looking for will be huge.

TECHIE IN-TRAINING - JOSH WHITE

Josh, who is now 20|20's youngest director, has built a very strong, agile and willing team that embodies the same tenacity for technology and solving problems as he does. 20|20 has been blessed with growth. As a result, Josh has been pushed to automate and scale many of their internal systems. In the recent past, Josh has worked hand-in-hand with his counterparts to leverage technology to build out 20|20's Global Project Management Team that seamlessly manages all the fine details of their international projects that are active 24hrs a day.

Josh has also moved all of the scheduling systems from legacy manual systems to automated systems that greatly increase efficiency and transparency, while reducing human error. Josh works daily to improve service and support for 20|20's clients and end clients in over 120 countries. Now, when 20|20 needs a problem solved, they have an entire division to solve it.

Away from 20|20, Josh is an avid runner and will be trekking 26.2 miles through the streets of Nashville in the Music City Marathon in April. He is also currently diving into a project with an industry colleague building a brand (Monitorth-eBeat™) by leveraging social media, human behavior, and the ever growing importance of mobile.

"Rarely do you find an excellent problem solver, who is also a great leader, whom peers enjoy collaborating with, all molded into an individual that has never met a problem he couldn't address with at minimum a smile, but more commonly, a laugh"

– Bob Lunny, COO 20|20

20|20

ABOUT JOSH WHITE

Rapidly rising through the 20|20 organization working in many different roles, Josh now leads the Global Support Team. His team provides tech support, customer service, logistics, and training for all 20|20 clients and panelists for QualBoard and QualMeeting. He has also taken the lead on managing Affdex Discovery, now offered by 20|20 for facial expression coding with ad testing.

Josh White
Director
Global Support Team
20|20 Research

joshw@2020research.com



What is your approach to technology innovation?

Technology changes every day. My approach is to take what I have each day and create, the best possible solutions for my team and for our clients. Just because we haven't used it that way, doesn't mean we can't or won't.

“ Do what you can,
with what you have,
where you are. ”

Theodore Roosevelt

LOCATION

Nashville, TN.

CONTACT

615-724-6061

To learn more about 20|20 Research visit

www.20|20research.com