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Two new leadership hires at DBM Consultants

Research agency appoints two new leadership roles to drive growth and expansion plans.

Kerry Sproston has been named Executive Director and will be responsible for growing out DBM's offer in the government and social research sector. For the past 3 years, she led efforts in this sector for Engine (previously ORC International) and has a strong track record of success in this space. Analytical thinking and a solid foundation in quality, reliable and responsive methodology was laid during 15 years with NatCen - Europe's leading public sector research institute. She has worked in partnership with government clients and academics for 25 years, providing expert advice and tailoring research to meet their needs. Kerry is passionate about addressing inequities in public health and helping to inform policy initiatives that make a difference to vulnerable populations.

Angela Baker, PhD has been promoted to Executive Director of DBM's client-facing and advanced analytics teams. Originally General Manager of the Sydney office, she now looks after teams specialising in syndicated and bespoke research in banking, superannuation, insurance and education. She is a behavioural analytics and research specialist focused on driving the use of customer insights to inform business planning and strategy. Angela has been with DBM since 2019.

"With the hire of Kerry and promotion of Ange, I am confident that DBM is well placed to accelerate our expansion plans and deliver even richer insights for our clients," said Kipling Zubevich, CEO.

Founded in 1992 by Dhruva Gupta, DBM Consultants is one of Australia's leading market research companies and now part of the Illuminera Group. A specialist research and insights consultancy with over 25 years' experience, the agency advises the biggest names in financial services, and works with a number of clients in utilities, telecommunications, education and government.

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