

Eileen Campbell

Global CEO, Millward Brown

Eileen Campbell, Global CEO, Millward Brown, has responsibility for all Millward Brown's businesses around the world. She was previously president of global development.

Eileen joined Millward Brown in 2000 as chief executive officer of the company's North American business unit. She moved to that role from Angus Reid Group (now part of IPSOS) where she was executive vice president. She has held senior positions at NFO Research (now a TNS company) and Maritz Market Research.

Her extensive experience in brand identity, brand equity, advertising, new product development, Internet, and youth marketing positions Eileen as a thought leader in the market research industry. Throughout her career, she has worked extensively both in qualitative and quantitative research. She has provided marketing consultation to a variety of Fortune 100 companies in the consumer packaged goods, financial services, automotive, technology, entertainment, and advertising industries. Leading clients with whom Eileen has worked include: General Mills, IMAX Corporation, 3M, Ford, Kraft and Capital One.

Eileen serves on the CASRO board of directors, and was its 2007 chair. She holds a bachelor's degree in economics and business administration from Heidelberg University, Tiffin, Ohio, USA.