

David Hui

David is the Director and Founder of Strategic Focus. He conducts research across countries in the Asia Pacific region. He has worked with many international clients including GlaxoSmithKline, Abbott Laboratories, Matsushita, Sony, Kraft Foods, Effem, Masterfoods, Diamond Trading Company, CFA Institute; and with non-profit organizations such as Médecins Sans Frontières (MSF) and Animals Asia Foundation.

David has been in the market research industry for more than 23 years. He began his market research career in fieldwork operation and Electronic Data Processing (EDP) management with Acorn Singapore in 1986. He then moved on to full research management with MBL Hong Kong in 1992. Decided to do something on his own in 1996 and set up Strategic Focus.

Born and raised in Singapore, David is fully conversant in English, Putonghua, Cantonese and Taiwanese. He is trained on Laddering research, has a great passion for market research and travels frequently to cities in Greater China and the Asia Pacific region to carry out qualitative (conduct focus groups/ depths/ ethnos/ shop-along) and quantitative projects personally. Having spent his entire research career in Asia Pacific region, David has a complete grasp of the local cultures and habits of consumers in these countries.

David's industrial experience is extensive, covering fast-moving consumer goods (FMCG), telecommunications, information technology, medical, banking and financial services and other service industries. He has conducted a full range of consumer and professional research covering New Product Development, New Concept Development, New Campaign Development, Advertising Research, Exploratory Studies, Ethnography Studies, Pack Design Studies, Brand Positioning Research, Segmentation Studies and Usage & Attitude Studies.