

Jim Mott CV

Summary

Expert in ethnographic research methods, strategic insight, and emerging cultural trends

15 years of commercial research experience across:

- Comms and campaign development, branding, product development and UX.
- B2B and B2C
- All major industry categories
- Large \$B dollar global enterprises to £M national charities

Current experience

Freelance: Ethnographic + Cultural Insight Consultant

July 2019 - Present

Partnering with leading strategy and insight agencies to deliver culturally grounded research, ethnographic fieldwork + training, and strategic consulting.

Current roles include:

2026 - Present: Senior Consultant @Conveo (AI driven research)
2021 - Present: Associate Director @Canvas8 (Mixed method strategic research)
2019 - Present: Director @The Answer Insight (Cultural trends and ethnographic fieldwork)

Ethnographic workshops and training programmes for:

- Stripe Partners (Visual Methods in Ethnographic Research)
- Baillie Gifford (Assessing Company Culture)
- Tablet (Using Ethnography in App Development)
- Creative Culture (Developing an Ethnographic Research Product)

Brands and clients supported through ethnographic research, brand strategy, and trend analysis include:

- | | | |
|------------|-------------------|---------------------|
| - Adidas | - Hewlett Packard | - Paypal |
| - Boots | - Instagram | - Samsung |
| - Chivas | - Lexus | - Save The Children |
| - D.E.C. | - MARS | - Tommy Hilfiger |
| - Givaudan | - MND Scotland | - Toyota |
| - Google | - North Face | - Unilever |

Previous experience:

BAMM:

Research Director Nov 2016 – June 2019

Associate Director April 2015 – Nov 2016

- Led multi-market ethnographic research and cultural insight projects for clients including HSBC, Kingfisher Group, Mercedes Benz, Puma, Shell, The Coca-Cola Company, and Unilever.
- Specialized in uncovering deep cultural insights to inform brand strategy, product development, and communications.
- Additional responsibilities: team mentorship, conference speaking (APG, AQR), and delivery of ethnographic training workshops (APG 'Savage Thinking').

Mediacom:

Research Manager May 2013 – April 2015

- Managed in-house and client-facing qualitative research projects for The Metropolitan Police, Coca-Cola, and Mars.
- Oversaw Real World Britain, Mediacom's award-winning video ethnography panel.
- Delivered insight through traditional, online, and ethnographic research methods to support campaign development, brand positioning, and strategic planning.
- Produced thought leadership pieces and supported dissemination of insights across the business.

Additional Information:

Education

University College London

- MRes Anthropology (2008–2009)
- MA Material and Visual Culture (2005–2006)

SOAS University of London

- BA Social Anthropology and Study of Religions (2001–2004)

Awards

- MRS B2B award 2019 - Winner
- MRS award 2016 (Virginia Valentine award for cultural insight) - Shortlisted
- Mediaweek Research Insight award 2013 - Gold Award
- MRS award 2011 (Virginia Valentine award for cultural insight) - Shortlisted
- IAB business award 2010 (social media category) - Winner

Conference presentations

- Roughing the Smooth: An argument for more mess in research (AQR June 2019)
- Beyond the Hype: Virtual Reality as a campaign game changer (ESOMAR Nov 2017)
- Staying off Topic: On Dogs, Discord and the art of Digression (QRCA March 2016)
- Stuff Happens: An argument for profanity in research (AQR Nov 2015)
- Making Material Matter (MRS Luxury Nov 2015)

Publications

- Learning from the Margins: Trucking in Pakistan ('Impact' Nov 2017)
- Beyond Subsistence: Palm Oil production and emergent consumer markets in Nigeria ('Impact' July 2016)
- Kapwa, the Shared self and Social Media in the Philippines ('Impact' March 2016)
- Chasing Smiles in Kuala Lumpur ('In Brief' December 2015)