



## Richard Burrage

Professional Advisory Board

Richard Burrage has thirty-five years of experience in market research and consulting. Richard has spent the last twenty-eight years in Vietnam, assisting in developing and building numerous brands to achieve leadership positions. Richard is the Founder of the market research agency Cimigo.

Richard regularly speaks at events about consumer trends, innovation, advertising, and customer experience. He enjoys guiding clients through innovation and has facilitated the creation of over sixty brands in Vietnam.

Richard is a Trustee of the Saigon Children Charity, which seeks to remove barriers to education in Vietnam. Richard also teaches Asian Consumer Behaviour for the Quinlan Business School, Loyola University, Chicago.

Richard is a UK national and resides in HCMC with his three children. He relaxes when running and has completed twenty-seven marathons from Montana to Moscow.