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Mark Petticrew is Professor of Public Health Evaluation at the London School of Hygiene and Tropical Medicine (LSHTM). He is Director of the NIHR Public Health Policy Research Unit. His main research interests are in evidence-based policymaking. His work also has a focus on the commercial determinants of health—in particular, the influence of unhealthy commodity industries on health (e.g. through the promotion of tobacco, alcohol, and unhealthy foods, and gambling). Recent research includes analyses of misinformation disseminated by alcohol industry corporate social responsibility (CSR) bodies such as Drinkaware and Drinkwise. He is a collaborator in the SPECTRUM Consortium. This consortium investigates the commercial determinants of health and health inequalities, focusing mainly on tobacco and alcohol but extending to unhealthy food (e.g. high in fat, salt and sugar) and gambling.