Wilson Poon started soft matter research in Edinburgh with Peter Pusey in 1992. His initial focus was the study of well-characteristed colloid-polymer mixtures, using these to probe the statistical mechanics of particles with variable-range attractions, confirming experimentally the existence of multiple glassy states in a single system. Later he branched out into biological soft matter, mapping the behaviour of protein solutions onto that of colloid-polymer mixtures, and, more recently, studying active matter physics using motile bacteria as models. An early foray into the viscosity of hard-sphere suspensions led into a long-term interest in rheology, leading via the invention of confocal rheo-imaging to work in the last 5 years on the flow of non-Brownian suspensions. The latter work has helped bring about a paradigm shift in the area, whereby friction caused by interparticle contacts is seen to dominate the rheology of such systems. Insights contributing towards this paradigm shift were partly obtained through studying the rheology of chocolate manufacturing, with the associated paper published recently in *PNAS* attracting wide publicity, including an article in the New York Times. A recent online lecture on the subject can be found at http://pcwww.liv.ac.uk/~robpoole/jnnfm/jnnfm_seminar.htm. He was the recipient of the 2019 Sam Edwards Medal and Prize of the UK's Institute of Physics.