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Name Surname	Richard Bordenave
Job title	Exec. Director Innovation & Marketing
Company	BVA Group
Country	France
Applying for	<input type="radio"/> President <input type="radio"/> Vice President <input checked="" type="radio"/> Council Member

Supported by

Supporting member 1
Cris Tarrant

Supporting member 2
Jean-Marc Leger

Supporting member 3
Vilma Scarpino

Supporting member 4
Michel ten Donkelaar

Supporting member 5
Anne Sophie Damelincourt

Education & professional activities

- 1991-1994 : Graduated from Nancy Business School ICN (FR) & FIT ? NY (US)
- 1994-2009 : Marketing & Innovation positions @Danone, @UB @Mondelez
- 2009-2014 : Innovation & Client Service dir., @PRS-INVIVO, Mktg dir. @BVA
- 2014-2018 : DGA (Comex) @BVA Group, Marketing, Innovation, Transformation more on my blog : richard.bordenave.com

Activities on behalf of ESOMAR

- Esomar papers, keynotes & awards : -Innovation Congress nominated best paper “return to reality “
- Barcelona 2010 -Best Case History Annual Congress
- Nice 2014 -Annual congress Excellence Award 2014/2015 : “nudge me tender”
- Dublin -Esomar 70's Birthday
- Annual Congress 2017 Amsterdam : 2 keynotes “Alice in Customer land” 1st AI keynote @esomar <https://vimeo.com/bva/aliceincustomerland>
- Thought leadership from WIN: A French polling case study (Macron & fake news)
- Esomar France Summer event : keynote Paris 2017 RW Connect Blog & mag. - <https://rwconnect.esomar.org/esomar-awards-betcha-wont-win-just-once/> - Research World sept 2019 : CX insights: when Artificial Intelligence meets Human Intelligence

Other activities

- Member of ADETEM scientific committee (French Marketing Association)
- Co-Author in Academic Journals (RAM) & Columnist in business/MR magazines (HBR Fr, Quirk, Marketing magazine, MR News?)
- Lecturer in Business-schools (HEC, Agro-ParisTech, IAE ?) & ENA

Personal statement

In a very uncertain world, I strongly believe in hybridization to foster transformations and create new paths for a resilient future. As a long standing Esomar member, I have explored the richness of our ecosystem. And as an Innovation director, experienced the opportunities of provoking encounters with new worlds like social media, behavioral economics, or AI. I have then made 3 wishes for our industry: watch the video now before reading further! N°1: DISTINCTIVE PURPOSE Today we are not the only data-driven industry to deliver insights anymore. So my 1st wish is that we could claim our added value with a compelling narrative. This way we could demonstrate our unique purpose in a wider competitive universe, and not just become an adjacency of another industry. N°2: AGILE INNOVATION I wish that my industry is recognized as a hub for innovation, meeting new client's needs. One where technology meets creativity, human sciences meet data-science. Because only with more hybridizations with other ecosystems like UX research, Start-up Incubators, & Academia, ? will create future opportunities involving end-clients N°3: GREAT CLIENT'S OUTCOMES I wish that the value of MR is more acknowledged by our clients, and particularly across their organizations. But I'm talking about the value of the outcomes, not the methodologies. So, it's about improving our practices, but more importantly help everyone proudly advertise our best bottom-line impacts or social outcomes. I myself, am a hybrid. With a 15 years background in Marketing, managing Global brands & Innovation on the client's side before joining BVA 10 years ago. Now as GM in charge of Innovation & marketing, my endeavor is to drumbeat MR value towards client's organizations and Esomar has been for me a tremendous echo chamber (see Awards). Looking at the challenges ahead, I would be delighted to bring my experience to the industry level and contribute to a global “council” team that has already inspired many changes. My contributions would include: industry positioning, thought-leadership, employer branding, marketing, strategic alliances, open-innovation. Should you want these wishes to come true, I would be grateful for your vote and If elected will passionately dedicate myself to bring them to life working with the council. Warm regards, Richard Bordenave