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Name Surname	Joaquim Bretcha
Job title	International Director
Company	Netquest
Country	Spain
Applying for	<input checked="" type="radio"/> President <input type="radio"/> Vice President <input checked="" type="radio"/> Council Member

Supported by

Supporting member 1 Dan Foreman
Supporting member 2 Dieter Korczak
Supporting member 3 Judith Passingham
Supporting member 4 Simon Chadwick
Supporting member 5 Cristina Quental

Education & professional activities

- NETQUEST (Current - Spain). International Director. Responsible for International Business Expansion, Content Creator and Promoter
- AUCHAN GROUPE (Spain). Marketing and Purchasing Director of the National Supermarkets Subsidiary
- KANTAR WORLDPANEL / TNS (Spain). Retail Services Director
- CARREFOUR GROUPE (Spain). Merchandising Director of the National Supermarkets Subsidiary
- Degree in Economic Sciences, Universitat Autònoma de Barcelona
- Degree in Business Management, the IESE Business School (Barcelona)
- Graduate Course on History of Western Ethics, Philosophy and Economics, Universitat Pompeu Fabra (Barcelona)

Activities on behalf of ESOMAR

- Council Member: 2015-2016 and 2017-2018.
- Speaker at ESOMAR Conferences: - APAC (Singapore 2015 and Bangkok 2018) - LATAM (Mexico DF 2017) - ESOMAR World (Berlin 2018 - Paper contributor)
- Programme Committee member of ESOMAR Big Data (Brooklyn 2017)
- Speaker on behalf of ESOMAR at: - ESOMAR LATAM (Sao Paulo 2015, Bogotá 2016 and Buenos Aires 2018) - Talkin Perú (Lima 2017 and 2018) - Mexican Media Audience Measurement Conference. CIM (Mexico DF 2017) - Le Printemps des Études (Paris 2018) - SAIMO (Buenos Aires 2018) Research Rally (Barcelona 2018 - local liaison officer)
- Actively participated at the Esomar Representatives and Associations meetings in all World, LATAM and APAC Conferences since 2015

Other activities

- Speaker at international major market research events: TMRE US (Orlando 2017, Phoenix 2018), IIX Europe (Amsterdam 2018), IIX North America (Atlanta 2018), IIX Latam (Santiago de Chile 2018), MRSummit (London, 2018), Insight Show (London 2015).
- Member of the Programme Committees of SAIMO Argentina (2016) and Talkin (Peru, 2018).
- Since 2010 Regularly attending all ESOMAR World and APAC Conferences, major Market Research events in Europe (Research & Results in Germany, Insight Show in the UK, MRS Conference in the UK, IIX Europe in Amsterdam, Le Printemps des Etudes in France, MIE in the Netherlands, i-com Global) and all ESOMAR LATAM Conferences since 2015.
- Outside of the pure market research field, I include my TEDx Talk experience, presenting my paper "Discovering the joy of travelling for business" (Royal Tunbridge Wells, UK. 2017) based on my last 9 years of travelling the Market Research world <https://bit.ly/2wz4yo6> - Member of the Advisory Board of the neuroscience platform provider MINDPROBER - Co-founder of the NGO "Health us Nepal" (www.healthusnepal.org) with the objective to bring health to remote poor regions of Humla at the foot of the Himalayas. My cousin, having been adopted from this region at the age of 6, became a doctor 20 years later, and took the firm decision to establish himself in the region and help his original community. I was lucky enough to be involved from the outset, forming and co-leading a team to manage legal, fundraising and marketing activities. Today we are counted as the only 'modern' pharmacy in the region with a primary care centre funded by local institutions, a visiting assistance programme and 100+ funding contributors across Europe, and we are continuing our working to secure worldwide reach.

Personal statement

"Just when we thought we had all the answers, suddenly, all the questions changed" (Mario Benedetti) The digitisation of our lives and societies has taken us into a new era. We are not in an Era of Change; rather we are experiencing a Change of Era. A new Era plenty of opportunities and challenges. Pushed by the new end-client's needs, the landscape of our industry is transforming under the claim "Better, Faster and Cheaper". I believe our two biggest challenges are to grow and further diversify our ESOMAR community, and to continually adapt our professional paragon to the demands of digital societies particularly those of ethics and personal privacy. The main pillars that will support us through these challenges are our Code of Conduct and self-regulation capabilities, our knowledge creation and exchange and the appropriate business facilitator approach. With that respect, the three key priorities I want to push forward are:

1. Helping current ESOMAR members to adapt to and make the most of the opportunities brought by this changing Insights ecosystem.
2. Attracting more tech-driven and analytical emerging players. We all share the same objective, so we need to be much more integrated and complementary to one another under a unifying code of ethics.
3. Elevating our profession and being the strong voice threefold: to stay ahead of the game for legislation, to get a seat at the C-suite table and to increase our attractiveness among future researchers. My two terms on the ESOMAR Council connecting with members of the research and insights community around the world have allowed me to grasp the global state of our profession. These experiences, my background, skills and willingness to promote ESOMAR inspire me to offer my candidacy for President. With the help of the newly elected team, ESOMAR staff and all our members, I am determined to strengthen the essential bridge across continents and practices. Thank you. www.joaquimbretcha.com