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Name Surname

Melanie Courtright

Job title

EVP, Global Client Services

Company

Research Now

Country

United States

Applying for

President

Vice President

Council Member

Supported by

Supporting member 1
Joanne Robbiparo

Supporting member 2
Jackie Lorch

Supporting member 3
Kristin Luck

Supporting member 4
Niels Schillewaert

Supporting member 5
Roddy Knowles

Education & professional activities

- Market Research Institute International Board Member
- Insights Association Southwest Chapter Board Member
- Online Data Quality Author & Speaker
- Research Methodology and Technology Author & Speaker

Activities on behalf of ESOMAR

- US ESOMAR Representative
- ESOMAR Excellence Award 2014
- ESOMAR Global Pricing Committee Member
- ESOMAR/GRBN Online Quality Guideline Contributor

Other activities

- Active mentor to young researchers
- Food and wine aficionado
- Spend my spare time singing and writing poetry

Personal statement

As the Executive Vice President of Global Research Science at Research Now SSI, and a representative for ESOMAR in the US, I am very active in the industry and its trends and opportunities. I've been in the research industry for over 25 years, designing, executing, and interpreting research for agencies and corporations, and have built an expertise in methodologies around sampling, data, and research technology. I am passionate about a few key things, and as an Esomar Council Member, I hope to bring those passions to service for ESOMAR members: Market Research Innovation, developing tomorrow's leaders, learning from each other to define best practices, building strong communication capabilities, and personal and organizational branding. ESOMAR is the clear leader of global research knowledge and development. As an ESOMAR council member, I want to help extend its reach and impact around the world. I love being a part of ESOMAR, and have enjoyed serving the organization as a representative. Now I am ready to take everything I have learned about our strengths and opportunities, and join the ESOMAR council to drive it forward. I hope I can count on your support.