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Name Surname	Anne Sophie Damelincourt
Job title	Founder & Owner
Company	Blue Lemon - Insight & Strategy
Country	France
Applying for	<input type="radio"/> President <input checked="" type="radio"/> Vice President <input checked="" type="radio"/> Council Member

## Supported by

Supporting member 1  
John Kearon

Supporting member 2  
Mina Sfondilis

Supporting member 3  
David Smith

Supporting member 4  
John Smurthwaite

Supporting member 5  
Leonie Vorster

## Education & professional activities

- Graduate of ESSCA Business School
- Marketing positions at Unilever & Lactalis
- Account Manager at Nielsen
- Founder & Owner of Blue Lemon Insight & Strategy (2007)

## Activities on behalf of ESOMAR

- Member since 2008
- <sup>a</sup> Council Member 2015-2016
- Global Qualitative 2015, Paris: Programme Committee & Opening
- Council Member 2017-2018
- Global Qualitative 2017, Porto: Programme Committee

## Other activities

- Member of AQR (Association for Qualitative Research)
- Member of WIRe (Women In Research)
- AQR InBrief: review article "Back to the Future" (Esomar Global Qualitative Porto / <https://www.aqr.org.uk/a/20180130-back-to-the-future>)

## Personal statement

Having actively and proudly served our Industry, being elected twice at ESOMAR Council as a Member, I am standing for Vice Presidency, strongly motivated to keep moving forward and using my experience for a new term. Over the last 4 years of Council, through the ambitious ESOMAR Growth Strategy Plan, we have set directions to solve some big challenges and we have reached significant goals. This consistent strategy was implemented to strengthen our Community and to achieve key initiatives such as the new Code endorsed by many local associations globally and a plan focused on new stakeholders (Youth, End-clients, Data & Analytics players) which enabled us to reach 6,000 + Members, being the truly "global voice of data & insights community". However, we still need to maintain our efforts and to reinforce our Community to adapt to the evolving and highly complex system in which our Profession and of our Industry are operating. Therefore, my plan for this term as Vice President, in partnership with the new elected President and team is stated in the following principles: Objective: being recognized as the hub for data & insights-driven organisations locally and globally, for our Members, our Industry and beyond. Positioning: "The Leading Global Community for Insights & Analytics to drive business". Priorities, articulated around 3 key pillars, EVIDENCE, RELEVANCE, AUTHORITY: ? Elevating our profession, demonstrating its value and thought leadership with existing and emerging innovative players ? Offering more obvious and relevant business opportunities and connections ? Promoting the goodness of Data & Insights and protecting our industry, maintaining our authority and professionalism. I will keep working hard with the newly elected team and ESOMAR staff to help making our Industry stronger, to promote and support our Values, and making sure that we are well-represented and safeguarded.