



Name Surname	Clodagh Forde
Job title	Head Of Knowledge & Insights - Coca-cola Africa
Company	Coca-Cola Africa Pty
Country	South Africa
Applying for	<input type="radio"/> President <input type="radio"/> Vice President <input checked="" type="radio"/> Council Member

Supported by

Supporting member 1
Massimo Cealti

Supporting member 2
Karin Du Chenne

Supporting member 3
Clare-Marie Hulsey

Supporting member 4
Sandra Molano

Supporting member 5
Andreas Gregoriou

Education & professional activities

- BA Business Administration (with honors): University of Humber, UK
- 1992 MBS Business Studies (with honors): National University of Ireland, Galway
- 1994 Post Graduate Diploma in Creativity & Change Management: Buffalo State College, NY, USA
- 2014 Presented White Paper on Global Segmentation at AFR Conference, New York, USA
- April 2009 Published White Paper on Global Segmentation in JAR - September 2009

Activities on behalf of ESOMAR

No activities

Other activities

- Presented White Paper on Images - The New Consumer Language at AMRA (African Market Research Association), Johannesburg, SA
- February 2017 Attendee & presenter at local Market Research Events (AMRA, SAMRA, Kantar Master Class etc)

Personal statement

My goal is to inspire curiosity & learning in my colleagues & peers so that I help to grow our future global business leaders.