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Name Surname	C. Frederic John
Job title	Principal
Company	Consilience Research & Consulting, LLC
Country	United States
Applying for	<input type="radio"/> President <input type="radio"/> Vice President <input checked="" type="radio"/> Council Member

## Supported by

Supporting member 1 Dieter Korczak
Supporting member 2 fiona blades
Supporting member 3 David Smith
Supporting member 4 Anne Brown
Supporting member 5 Tatiana Barakshina

## Education & professional activities

**Education:** BA & MA, New York University; Political Science and Historical Musicology; Graduate studies at Columbia University, Political Science

- Grant for doctoral research, Deutscher Akademischer Austauschdienst
- Have written two courses for the MRII/University of Georgia's on-line market research program: Introduction to Market Research and Reporting and Presenting Research
- Written many articles and papers, including two appearing recently in Quirks Magazine: + "A New Typology for Market Research" (Feb. 2017), also presented at IleX, Atlanta, 2019 + "10 Heresies in Market Research" (Nov., 2017), also presented at Quirks Conference, Feb. 2017
- Lead professional training workshops on insights and presentation skills, with emphasis on storytelling techniques, for MasterCard staff, individual clients, ESOMAR, and the AMA
- Speaking at many conferences, leading webinars, etc. for CASRO, AMA, MRA, Argentine Market Research Association, TMRE, etc.

## Activities on behalf of ESOMAR

- Served on Council 2011-2014. Active in launching new corporate membership.
- Vice-President 2013-2014.
- Contributor to the ESOMAR Handbook of Market Research.
- Served on program committees for 2008 and 2012 Congresses.
- Paper, "The Odyssey of Our Profession," nominated for Best Paper at 2010 Congress.
- Paper on "The Globalization of the Marketing Function" presented at 2012 Congress, focused on the impact of radical changes in structure of multinational marketing departments on our profession.
- Organized B2B Forum in Atlanta, 2014.
- Paper at 2003 Forum, Miami, on the impact of supplier consolidation on the industry named Best Paper of 2003 by Research Reports.
- Have written numerous articles for Research World.
- Served as presenter, panelist, MC, etc. at numerous ESOMAR events

## Other activities

- Frequently speak to college and university students about careers in market research.
- Advise UN Dept. of Public Communications on evaluating effectiveness of conferences and communications.
- Write program notes for a number of chamber music series.

## Personal statement

It is an exciting to be a research professional! Our field is evolving in many dimensions, incorporating and capturing new types of data, developing creative ways to generate insights, forging new analytic tools, and providing real strategic guidance. ESOMAR has played a pioneering role in realizing all these developments. The issues facing our profession are global and must be addressed from a world-wide perspective, and ESOMAR is the only organization that can play this essential role. I am proud to have been a member since 1993, and to have served on Council for four years, two as Vice-President. I believe I have made significant contributions to the organization during my tenure, and hope to continue to do so. There are many specific actions and activities the association can undertake. What I believe it requires most, however, is a strategic vision for both the organization itself and the future of the profession. Communicating such perspectives is the one area in which ESOMAR has not been as successful as it could be. But developing a truly strategic approach is critical to maintaining the organization's global leadership role. Such an approach implies that all objectives, activities, and investments be driven by a single strategy that defines the goals and purposes of the organization, and reflects a clear vision of the future of our profession. Developing and promoting such an approach would be my primary focus if re-elected to Council. The principles guiding such a strategy are the need for member engagement, a commitment to core values expressed in the various Codes, and the flexibility to respond to rapid changes in our profession, in marketing, and in business in general. Beyond that, it requires a willingness to act decisively to shape the future in which we live.