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Name Surname

Nikki Lavoie

Job title

Director

Company

MindSpark Research International

Country

France

Applying for



President



Vice President



Council Member

Supported by

Supporting member 1
Brin Moore

Supporting member 2
Dan Foreman

Supporting member 3
Katrina Noelle

Supporting member 4
Ben Hogg

Supporting member 5
Isabelle Martinelli

Education & professional activities

Bachelor's of Science in Communication with an Advertising Specialisation
Sitting member of the Board of Directors for the Association of Qualitative Research
Paris Event Lead for Women In Research (WIRe)

Activities on behalf of ESOMAR

Speaker at the 2013 and 2016 ESOMAR Congress, and several Best of ESOMAR events. Volunteer at several ESOMAR Congress events, including leading the 2017 Vision Wall.

Other activities

Travel Reading historical fiction Tennis

Personal statement

The landscape of research is constantly in flux. Currently, the clients we service need insight faster than ever before to keep up with changing shopping habits and channels, and the new ways in which people are interacting with brands, products and services. At the same time, we are charged with being more vigilant in protecting the people we get to know in our work. As such, ESOMAR faces a particular set of new challenges: remain the leading voice on codes of conduct and professionalism, while ensuring continued depth and relevance in our work. This is why I would like to join the ESOMAR council: as a young professional who has lived and worked in both the US and Europe, and as a sitting member of the Board of Directors for the Association of Qualitative Research, my experience lends itself to the changing landscape ESOMAR must now navigate. My work has focused on the underlying human understanding and empathy that is needed to regain and foster trust in our work, all while collaborating with some of the biggest and brightest brands from all over the globe. From the heart of Europe, where this changing landscape is perhaps the most evident, I would like to suggest considering my candidacy as someone who is attuned to both corporate and human needs around data: a valuable asset in assisting ESOMAR to define its mission and reach the objectives that are so important to the work we do.