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Name Surname	Martha Llobet
Job title	Founder
Company	Q2Q Global
Country	Spain
Applying for	<input type="radio"/> President <input type="radio"/> Vice President <input checked="" type="radio"/> Council Member

Supported by

- Supporting member 1
Daniel Cuende
- Supporting member 2
Nikki Lavoie
- Supporting member 3
Ellie Tehrani
- Supporting member 4
Andréa Mendes Rodrigues Ribeiro
- Supporting member 5
Tiffany Hays

Education & professional activities

- Business School
- April-June 16 People Leadership and Team Management Executive Programme Barcelona, Spain Ramon Llull University 1.i
- Nov.02-June 03 Advertising and Below-the-line Postgraduate course, Barcelona, Spain University of Greenwich
- Sept.01-June 02 BA (Hons) International Marketing (Erasmus programme), London, UK UPC and EAE Business School
- 2.i Sept.99-June 02 BA Business Administration Barcelona, Spain PROFESSIONAL EXPERIENCE Q2Q Global, Barcelona
- October 2016 to Present CEO-PARTNER Estudio Silvia Roca SL, Barcelona
- June 2011- July 2016 INTERNATIONAL BUSINESS DEVELOPMENT Millward Brown (WPP), Barcelona
- Dec 2008- June 2011 ACCOUNT MANAGER Rosenthal Research (F+T Group), Barcelona
- Feb 07-Nov 08 SUBDIRECTOR TNS (WPP), London
- May 05-Dec 06 INTERNATIONAL PROJECT MANAGER Medimix International, London
- Jan 04 - Apr 05 INTERNATIONAL PROJECT MANAGER

Activities on behalf of ESOMAR

I haven't yet had the opportunity to work with Esomar. However I been on the committee of other market research associations.

Other activities

I was part of the committee for the Spanish first Wire event in Madrid last year, I worked together with another agency to organize the event and promote it to ensure we reached the Spanish research community. I am waiting to hear when the Barcelona event is happening next year, but will again be organising it. As mentioned earlier, I have been part of the Sponsorship and Marketing Committee for the AQR/QRCA event for the last two global conferences. I have also been part of the Fieldwork Committee of QRCA, giving assistance to other members, helping find solutions to industry issues and helping to globalize fieldwork. I volunteer in the Marketing club of Esade Business School (one of the most prestigious Universities in Spain), helping in different categories and assisting young marketeers.

Personal statement

I think esomar is a very important part of our industry, as a association they have achieved so much, but as a person and as a member of the organization I think we still have a lot of work to do specially in the coming months and years. My reasons why I am presenting my candidacy are summarized below: - I think is very important to help the members to implement and assist them with the new laws that can affect our business, as we are currently facing with GDPR. -Making our association more relevant in our world industry, bringing more international members and becoming the standard for all the other market research associations in the world -We are facing new technologies each day that are going to change the way we work and we have to learn about them, but at the same time we need to ensure we are still using traditional methodologies where appropriate and be sure we can apply the best of both worlds. - We have new emerging markets where end clients are going to need our guidance and expertise and only a very local perspective, but the expertise of all our local members can provide this. - Young marketers that will do great things in our little world but need guidance and help, we have to ensure they receive this from us During all these years, I have of course had big fails and I know that I am going to make more mistakes in my lifetime, but my attitude is to face it and make sure we learn from it and grow. I love my work and I am very passionate person when it comes to market research and I am known to always be open to new challenges. I am part of the operations (fieldwork) part of the industry; I always like to say when all the design has been done, we make it happen. Operations are not normally represented in conferences as we don't generally write papers, but we are an essential part of the industry and I think is important we have a bigger platform within the association. For all this I please ask to consider me for your vote. Thank you