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Name Surname	Kristin Luck
Job title	Growth Strategist/Advisor
Company	Luck Collective
Country	United States
Applying for	<input type="radio"/> President <input checked="" type="radio"/> Vice President <input checked="" type="radio"/> Council Member

Supported by

- Supporting member 1
Alejandro Garnica
- Supporting member 2
fiona blades
- Supporting member 3
Pravin Shekar
- Supporting member 4
Joanne Robbibaro
- Supporting member 5
John Kearon

Education & professional activities

- Graduated with a Bachelor of Science from University of Oregon, 1996
- Co-Founder OTX (Online Testing Exchange), 2000-2005 (acquired by Ipsos)
- Founder, Forefront Consulting Group, 2005-2007 (acquired by Decipher)
- Partner/President & CMO, Decipher, 2007-2015 (acquired by FocusVision)
- Advisor/Growth Strategist, Luck Collective (2015-present)

Activities on behalf of ESOMAR

- Two-Term Council Member (2014-present)
- ESOMAR Foundation Board of Directors (2016-present)
- ESOMAR Congress Program Committee (2016)
- ESOMAR Congress, Presenter (2013)
- ESOMAR 3D, Presenter (2011)

Other activities

- Founder, Women In Research, 2007-present
- Member, International Women's Forum
- Board of Trustees, The Nature Conservancy

Personal statement

I've been honored to serve ESOMAR as a Council member for the past four years and this year I'm presenting myself as a candidate for Vice President. Since I joined the Council in 2014, ESOMAR, and our industry as a whole, has experienced a climate of rapid change. From the rise of passive measurement techniques to our industry's polling and data collection practices falling under fire, it's more important than ever for researchers to share insights and perspectives globally. In the past four years, the Council has been focused on ESOMAR's growth strategy and ensuring ESOMAR stays relevant in the NEW marketing intelligence era. With over 20 years of research experience, and as a serial research entrepreneur and industry growth strategist and advisor, I have a keen understanding of how important this growth strategy is to meeting the changing needs of our diverse industry- and I hope to continue working as a member of Council, and as ESOMAR Vice President, to expand our global footprint. In addition to my tenure as a Council member, I've been honored to serve on the board of the ESOMAR Foundation, ESOMAR's charitable arm supporting the non-profit sector. I am particularly proud that, through a collaboration with Women In Research, the global non-profit I founded in 2007, the ESOMAR Foundation has supported educational scholarships for deserving women in Kenya, Cambodia and Guatemala. Whether I'm at home in the US or in Greece, or traveling to any of the other countries I've visited in the past four years (France, Turkey, India, Czechoslovakia, Vietnam, Mexico, Germany, New Zealand, Switzerland, Iceland?I can't keep track of them all), I take great comfort in knowing that, wherever I go, there is an ESOMAR member who can share their unique perspective (and a meal!) with me. I've worked very hard over the past four years to earn your trust as a Council member. Now I hope to earn your vote for Vice President.