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Name Surname	Alain Mizrahi
Job title	CEO
Company	Grupo RADAR
Country	Uruguay
Applying for	<input type="radio"/> President <input type="radio"/> Vice President <input checked="" type="radio"/> Council Member

Supported by

Supporting member 1

Julia Helena Carrillo

Supporting member 2

Alejandro Garnica

Supporting member 3

Susana Marquis

Supporting member 4

Alan Grabowsky

Supporting member 5

Urpi Torrado

Education & professional activities

- EM Lyon Business School (Lyon, France) - Master Degree specialized in Marketing and Management Control (1987)
- Research Center on Economic Dynamics & Policy and on Resource Economics (CEDERS) at Université de la Méditerranée (Aix-Marseille II), Aix-en-Provence, France
- Superior Diploma on Specialized Studies (DESS) on the Economics of the Agro- Food Sector and Rural Development Strategy (1988)
- I started working in the Research sector in 1989 at Grupo IPSA Uruguay, first as Assistant Analyst, then in charge of the Retail Audit Department, and finally as Technical and Commercial Manager.
- In 1997 I founded Grupo RADAR, an independent company dedicated to marketing, social and public opinion research, and have been the CEO of the company since then.
- Marketing Teacher (1993 - 2018) and Associate Professor (1996 - 2005) at ORT University in Uruguay. I have taught courses on Strategic Marketing and Market Research as well as the use and application of Strategic Marketing simulator software "Markstrat".
- I have also dictated courses at Universidad Técnica Federico Santa María in Valparaíso, Chile; Universidad Nacional de Entre Ríos in Concepcion del Uruguay, Argentina; and UCES in Buenos Aires, Argentina.
- I have participated in many professional associations: ESOMAR member since 1997 and Uruguayan representative since 2002; founder member of ADIMU (Asociación de Investigadores de Mercado del Uruguay); founder member (ex vice-president and current president since 2015) of CEISMU (Uruguayan Chamber of Social and Market Research Companies); CEISMU delegate for ARIA (Americas Research Industry Alliance); member of WAPOR (World Association for Opinion Research).

Activities on behalf of ESOMAR

- Speaker at the 5th and 6th LATAM Conferences (Santiago de Chile 1999 and Ciudad de México 2001).
- Programme Committee Member at LATAM Conference in São Paulo, Brazil (2002).
- Programme Committee Chair at LATAM Conference in Punta del Este, Uruguay (2003).
- ESOMAR Representative in Uruguay from 2002 to present.
- Organization of the event “Elections and publication of opinion polls” on behalf of ESOMAR and ADIMU (Uruguayan Association of Researchers), with the participation of members of the Parliament, journalists, academics and researchers (2003)
- Organization of the event “Public Opinion and Market Research: Problems and Methodological Challenges”, on behalf of ESOMAR and ADIMU (Uruguayan Association of Researchers), at the University of the Republic, Montevideo (2004) ESOMAR BEST OF Uruguay organized in 2012 as part of the 2nd Uruguayan Market Research Conference.
- I attended 17 ESOMAR Conferences and Congresses from 1997 to present.
- Organization of the event “Does Regulation Contribute to a Better Democracy?” on behalf of CEISMU (the Uruguayan Association of Market Research Companies) and ESOMAR, in the anteroom of the Uruguayan Chamber of Deputies, in the Legislative Palace in Montevideo, bringing together researchers, academics, journalists and members of the Uruguayan government to discuss and debate the role of polls and their relationship to democracy.

Other activities

- Co-founder and co-organizer of the Punta del Este International Marathon, which had its 11th edition in 2018 with 5000 runners from 20 countries. As a runner myself, I participated in 26 marathons in 6 countries, as well as in hundreds of other street and adventure races.
- Co-author of the book “Living in Uruguay ? the socioeconomic level in images”, that illustrates with pictures the households of the seven socioeconomic levels in Uruguay.
- Activist against antisemitism and other forms of racism and xenophobia, and for the freedom of thought.

Personal statement

Dear colleagues, What can I do for you on the ESOMAR Council? Continuing to build bridges Every year there are more associations in our industry. Far from competing, ESOMAR should build bridges and aim to complement and collaborate with them. ESOMAR members are also members of other associations, and we are all looking for the same thing: to be better professionals and to do better business. We should also continue to integrate professionals from fields that have become more relevant to ours, such as software and hardware developers. I feel I can make a valuable contribution in this area because of my multicultural background, my thirty years of experience striving for innovation in the research sector, my vocation to work in associative activities, and my strong commitment to the mission and values of ESOMAR. Defending our sector by promoting autoregulation, best practices, and professional ethics In many countries, our work is systematically attacked because of opinion polls, which stains the reputation of our whole sector. It should continue to be a priority to promote the ICC/ESOMAR International Code and the numerous guidelines ESOMAR publishes, as well as to disseminate them through specialized media and amongst our clients. With a seat on the ESOMAR Council, I would put at your service my extensive experience in negotiating with political power. Continuing to encourage the integration of research with academic curricula We still have a long way to go in this area. In many countries there is a divide between our industry and academia. This is an area in which ESOMAR can continue to make contributions as a way to create ties with our brand and collaborate on the education of future research users, especially in business schools. As a university professor of 25 years, I am very familiar with this issue, and I can contribute my ideas on the ESOMAR Council. You can find more information about me on my website www.alainmizrahi.com, and follow me on LinkedIn.