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Name Surname	Brin Moore
Job title	Partner
Company	Trusted Talent 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  
John Bird

Supporting member 2  
Rebecca Brooks

Supporting member 3  
Simon Chadwick

Supporting member 4  
Janna de Bruijne

Supporting member 5  
Bob Ferro

## Education & professional activities

University of San Francisco Bachelor of Science Degree in Business, Marketing 1989

## Activities on behalf of ESOMAR

This year reapplied for membership, in the past was an active participant in the annual Congress

## Other activities

WIRe SF lead - started the SF chapter in 2014 and have continued to lead WIRexec - part of the organizing committee since inception (planning 4th year in 2019) Member of Insights Association

## Personal statement

Brin is a Partner at Trusted Talent, a firm specializing in helping Market Research firms find the right talent for the right jobs. An industry leading executive, Brin has over 20 years of diversified expertise in building, leading and mentoring world-class sales, business development, product and marketing organizations in the Market Research Industry. Brin started in quantitative & qualitative research at companies such as IRI and Greenfield Online and has experience in both custom and syndicated research. With a move to the San Francisco Bay Area in the early days of online, was a member of the founding management team at Greenfield Online, Brin has stayed at the forefront of emerging technologies for market research and consumer insights and has had experience with online sample, mobile research, video and data visualization, among others. Brin has been responsible for building new products, growing international markets, full P/L management, brand marketing, and ROI. Demonstrated leadership in partnering with senior teams, transforming margin challenges into sustainable, high yield profit centers and on strategic initiatives focused on increasing market share, profitability, and shareholder value. The key to her success has been building and mentoring the right team(s) for the business.