



Click image to start video

Name Surname	R Vishal Oberoi
Job title	CEO
Company	Market Xcel Data Matrix Pvt. Ltd.
Country	India
Applying for	<input type="radio"/> President <input type="radio"/> Vice President <input checked="" type="radio"/> Council Member

Supported by

Supporting member 1 Shinichi Hosokawa
Supporting member 2 Pravin Shekar
Supporting member 3 Nikhil Mathur
Supporting member 4 Manish Narang
Supporting member 5 Nivedita Singh

Education & professional activities

Political Science Graduate from Delhi University Speaker at India Japan Global Partnership Summit

Activities on behalf of ESOMAR

member since 2008

Other activities

- ESOMAR Member since 2008 Active participation in over 20 events by ESOMAR
- Actively Promoting ESOMAR membership in India for new member enrollments
- Speaker at India Japan Global Summit

Personal statement

22yrs with Market Research and 18yrs since co-founding Market Xcel with a good friend of mine; this is all I have been doing and all I know. But what's more to it is, I believe no other profession would have taught me so much about products, people and behaviour, none I can bet. Hello ! my name is Vishal and I'm CEO of Market Xcel, India. Founded on firm principals and a not-to-do-list we started this business on a formula that how good practices can be a base of creating business from scratch and also reach a significant position in a market of either regional players or a few bigger multinational agencies. It has been years of working with a variety of brands and International agencies for their project needs in India and neighbouring countries what has made this an exceptional learning experience. I have been member of ESOMAR since 2008 and an active participant of the events. This participation has helped us bring home various learnings and technological updates into our work. Much has evolved since last 22yrs of my association with the industry and the role of technology has grown enormously. Here is how I would want to contribute once elected as a council member - - I would like to bring in my experience of 20+ years as an entrepreneur in a growing market to help more passionate people in our industry to become one. - Share our learnings of how to get fresh talent in the industry and leverage the same for growing business, that could be of great help to peers in other growing markets. We in our company have always advocated the idea of getting in fresh people. - My travelling makes me meet a lot of people of this industry, many of whom are not in any way associated with ESOMAR. I would like to also advocate ESOMAR's exception work to bring in more member participation. Participation that may contribute both to diversity and content. When not in person - twitter @rvo9876 don't forget to vote, that's what counts. Thank you.