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Name Surname	Silvio Pires de Paula
Job title	President
Company	Demanda Research & Marketing Development
Country	Brazil
Applying for	<input type="radio"/> President <input type="radio"/> Vice President <input checked="" type="radio"/> Council Member

Supported by

- Supporting member 1
Felipe Mendes
- Supporting member 2
Joanne Robbbaro
- Supporting member 3
Ivor Stocker
- Supporting member 4
Ricky Yi Xie
- Supporting member 5
Sukit Tanskul

Education & professional activities

- Started to work in market research in 1962 as interviewer, then as fieldwork checker, supervisor, team leader, tabulator, moderator and project manager until 1967 when I opened my own company Demanda Instituto de Pesquisas e Estudos de Mercado. The brand Demanda is very active until now and had a long tradition of being a school of market research in Brazil for over 1000 former employees along the 5 decades. We completed over 6500 successful projects for over 800 satisfied clients in 20 countries.
- Graduated on Business Administration and Post Graduated in Marketing at Fundação Getulio Vargas. Graduated on Advertising at Escola Superior de Propaganda. Was teacher on marketing research for almost 10 years in the same leading colleges plus the Faculdade de Comunicação FAAP.
- While working at Demanda I had professional training related to methods & techniques at MRCA-Market Research Corporation of America- 1974 (New York e Chicago), Demoskopoea (Milan Italy) - 1975, Tele Action (Paris) 1980; Wirthlin Worldwide, (Washington-USA) -1997; Metric (Pune, India) 2001, Add+Impact, 2005 (Melbourne - Australia); Norman Nielsen, (Washington-USA)2009.
- Studied at Harvard Business School, Boston, - Leadership For Professional Business Firms, 1999.
- I help to create and after many years was elected president of ABIPEME - Brazilian Association of Institutes of Market Research. Then help to create and become vice president of ABEP - Brazilian Association of Research Companies.
- I am proud to be designated “Pesquisador Notável” (distinguished researcher) by ABEP, a kind of lifetime achievement given to only 15 professionals (only 6 still alive!).

Activities on behalf of ESOMAR

- As an Esomar member for over 30 years I've participate in dozens conferences and was speaker in two of them. The conferences also provide me both the learning and the professional network to stay in business for over half century.
- As former president of ABIPEME or vice president of ABEP, the professional market research associations in Brazil, I made liaison to translate and adopt the ICC and Esomar code of practices besides many other good practices texts. I've participate on the organizations of several conference travel groups. At certain time I've participate on the WIN group to define worldwide positions for the industry. I was part of the organization group of some ESOMAR Latam conferences in Brazil.

Other activities

- I am council member and current vice president of CRA-SP- Council of Business Administrators, an organization with 72000 professionals and 8500 companies.
- I am council member at other non-profit organizations.
- Author of dozens of articles on the subject.
- Author or co-author of 5books related to the market research industry, among them: "Live Histories of Market Research- How to Keep Active a Brand For Over 50 years", in Portuguese.
- Speaker on Marketing or Marketing Intelligence subjects in 15 countries.

Personal statement

Dear ESOMAR member, My name is Silvio Pires de Paula. (?) Maybe we are friends , maybe we have spoken during the many events of Esomar or even worked together in some projects in Brazil or another Latam country. I am the founder and president of Demanda, a market research boutique based in Brazil. We are proud to have completed over 51 years of continuous activity, with more than 6500 successful projects for over 800 clients, in 20 countries. If you stop for a moment and think on the most relevant worldwide brands, it is much alike that I have worked for them. (This is the photograph we took to celebrate our 50th anniversary with current and former employees, clients and family.) Over the years we were a kind of school of market research for more than 1000 professionals. I've started my professional life as an interviewer, and then was promoted to be a fieldwork checker, then supervisor, then moderator, analyst and project manager until opening my own company in the spring of 1967. Apart from my practical training, I've learned advertising, marketing and marketing research first as student then as teacher in leading Brazilians colleges. When you study something to teach to other people, you learn more. Clients are the best teachers. My career as a market researcher took me to work together with some of the largest, most well-known and respected research companies worldwide. From Brazil, I was taken to learn methods and techniques in the USA (with MRCA , Wirthlin, Norman-Nielsen), in Australia (with Add+Impact), India(with Metric), Italy(with Demoskopoea), France (with Tele Action) and others. I had, also, course on small business service firms at Harvard Business School. I made my contribution to develop professional organizations. I was one of the founders and after many years, became president of Abipeme- the Brazilian Association of Market Research Institutes. I was council member and vice president of ABEP - Brazilian Association of Research Companies.