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Name Surname	BV Pradeep
Job title	Global VP Consumer & Market Insights, Market clusters
Company	Unilever
Country	Singapore
Applying for	<input checked="" type="radio"/> President <input type="radio"/> Vice President <input checked="" type="radio"/> Council Member

## Supported by

- Supporting member 1  
Dan foreman
- Supporting member 2  
David Smith
- Supporting member 3  
Namita Mediratta
- Supporting member 4  
Helen Passingham-Hughes
- Supporting member 5  
Fiona Blades

## Education & professional activities

- Professional Qualification : I am an MBA with Marketing Specialisation from India institute of Management, Bangalore , with a Bachelor's degree in Mechanical Engineering. Graduated in MBA with distinction securing four gold medals in Marketing.
- Job Profile : Working in Unilever as Vice President of Consumer & market insight function, across several Global & Regional roles, across Markets and categories for 25 years. I have worked extensively across a wide network of agencies and suppliers in research. My job responsibilities have covered over 40 countries. I have extensively travelled and gained deep understanding of consumers & cultures across Americas, Europe , Asia , Africa and Middle east. I am currently based in London.
- ESOMAR role :Currently, Vice President of Esomar ( 2016-2018) . I have also been the Treasurer& Exco member of ESOMAR ( 2014-2016). I have been a member of the Esomar council member for last 4 years. I have been a member of MRS UK. I was the President of Market Research society of India for 6 years.
- Key note speaker at Research & Insight events– I have been a key note speaker at several Insight and Research conferences. For eg
  - Key note at American Marketing Association Annual conference in 2016,
  - Key note at USA Corporate Researchers Conf. in San Francisco 2016
  - Fire-side-chat on future of market research at the ESOMAR CONGRESS.
  - Market research Society of India Annual seminar,
  - Key note speaker at the CEO summit of USA insights association in 2018.
  - Australian MR Association webinar – 2018
  - Speaker at ARF conference in USA.
  - Speaker at the TMRE, USA events on multiple occasions.
- Passionate & Committed to Research & Insight for three decades : Have been an active member of the Research and Insight fraternity for three decades, across several Client companies in FMCG, Auto, Fashion and Industrial sectors.

## Activities on behalf of ESOMAR

I am the Current VICE PRESIDENT OF ESOMAR ( 2016-2018). From 2014-2016, I was the Esomar council member, core member of the EXECO and Treasurer of Esomar.

ESOMAR GROWTH : I have played a significant role in shaping the ESOMAR GROWTH strategy and action plans over the last 4 years. Within the council, for last 4 years I have been leading the ESOMAR MEMBERSHIP GROWTH WORKING GROUP. We created a 5 pillar growth strategy – Retention, Recruitment, Corporate, Clients, New sectors.

I have proactively brought my learnings & experience as an Insight leader, to initiate THREE IDEATION WORKSHOPS, with the ESOMAR Office team members as participants , to come up with new relevant ideas for :-

- (1) GROWING ESOMAR MEMBERSHIP through a sharp segmented strategy.
- (2) REINCARNATING ESOMAR DIRECTORY for enhancing benefits to members and revenue to Esomar
- (3) REIMAGINING ESOMAR EVENTS to enhance delivered value to participants and drive stronger member recruitment, engagement and participation

OUTCOME: NINE SPECIFIC MEMBERSHIP GROWTH INITIATIVES LAUNCHED

EARLY RESULTS : All our initiatives & efforts are beginning to pay off , as our membership numbers have grown by 20% from 5000 to 6000 in just these two years, after years of stagnation.

Digitalising ESOMAR : Actively supported technology enabled future focus of ESOMAR. Supported Marie Agnes, CFO and team with various connections to companies leading work in AI and knowledge management, for development of ANA tool.

ESOMAR FINANCES : As Treasurer of ESOMAR, I was involved in challenging our costs & managing the financial performance & investments of ESOMAR, including presentations at the ESOMAR AGM.

COUNTRY REPS ENGAGEMENT :I have been working closely with ESOMAR team , in engaging with the ESOMAR Country Reps to inspire & guide them in building a strong esomar community with active participation of members. At the annual REPs meeting in the Congress, I have regularly participated and addressed the REPS.

CONGRESS SPEAKER : I was a key plenary session speaker at the FIRE SIDE CHAT at the ESOMAR Congress in Dublin.

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Two heads of activities here.

Activities with ESOMAR and then passion activities outside of Job/ esomar

Three major activities - OUTSIDE OF ESOMAR & my day JOB

- Coaching and mentoring my two children on career and life choices in the real world
- Caring for and having lots of fun with our two beautiful dogs -Bruno and Max.
- Exploring the mathematical predictive powers of astrology

## Other activities

TOP 3 Activities within ESOMAR (recent past)

1. SHAPING ESOMAR STRATEGY: I have been closely involved, with the ESOMAR EXECO and the Council members, in challenging and shaping the thinking behind the final FOUR PILLAR ESOMAR STRATEGY - Thought leadership, Data Authority and expertise, Building the insight community and Membership growth. This was a significant outside-in direction setting exercise so crucial for the rapidly changing research, data and the insight world.
2. GROWING ESOMAR MEMBERSHIP - I am leading the WORK GROUP on Growth of membership. I have been intimately involved not just in developing the strategy with the Esomar team but also actively working with them to Ideate and generate initiatives which can be landed with potential members . The ideation workshop that I led helped the team to think of several ideas , out of which NINE INITIATIVES have been LAUNCHED. The initial results are very promising with a 20% GROWTH in membership. It is indeed a proud achievement for all of us.... but more is to come.
3. REIMAGINING OUR EVENTS : I co created and led a workshop , with the ESOMAR team, where we laid out the three core objectives of what events should deliver to ESOMAR . It was about (1) Increasing Participation of members & non members in ESOMAR events (2) Increasing the number of events in which our members participate & get involved (3) How do we create events, content that add value, for which members are happy to pay more to participate. Several ideas emerged which are being worked upon into initiatives.

## Personal statement

My personal statement is focussed on “ FUTURE PROOFING OUR INSIGHT WORLD ”. In this context, I would like to talk about three things. Firstly, our world of research & insights is changing at an incredible speed. In five years’ time, research as we know it, would not exist. At the same time, the fundamental need for insight is growing. So, the emerging needs are about being faster, future focused, with predictive insights, leveraging the immense power of the digital data trails of consumers and blending it with the empathetic soft feel for consumers.

Thanks to the digital revolution, clients are sitting on plethora of data and have a growing set of tool options from tech sector companies, going beyond traditional research suppliers. So, clients are beginning to significantly influence the future shape of our industry.

So, ESOMAR, has a huge opportunity to get the research suppliers to collaborate even more closely with clients, to define a very new future.

Secondly, taking about myself. I have been in a Insights leader with Unilever on the client side with global experience of over three decades, covering Americas , Europe , Africa, Middle east and Asia. Over last 4 years, I have been in Esomar Council leadership roles of Treasurer and Vice President. I have made significant contribution to shaping the new four pillar Esomar strategy. I took leadership of the Membership working group, put together a 5 segment strategy for growth. I led ideation workshops, co-created 9 initiatives which are beginning to land well, with early signs of a 20% growth in our membership. My final point is , the time is now right for ESOMAR to have a client side experienced leader, who can enable taking collaboration between research suppliers and clients, to the next level. Given my global client side experience, my proven ability to deliver and my vision for the future, I would be delighted and grateful, if you were to VOTE for me as your choice for the position of ESOMAR PRESIDENT & COUNCIL MEMBER. I promise that I will bring all my experience, passion and foresight to get our research suppliers and clients together, for collectively defining a brighter future, for all of us.