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Name Surname	Marcello Sasso
Job title	Vice President
Company	Aimpoint Research - USA
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  
Michael Francesco Alioto
- Supporting member 2  
Camille Nicita
- Supporting member 3  
Alberto Stracuzzi
- Supporting member 4  
Giulia Fabrizi
- Supporting member 5  
Brett Sciotto

## Education & professional activities

BA International Business MBA Master in Business Administration As VP at Aimpoint, I work together with the management team to contribute to the global growth and success of the Italian organization. I am responsible for the identification, analysis, development and execution of strategic initiatives. Specific activities include identifying, evaluating and negotiating partnership opportunities, developing new businesses, assessing emerging market opportunities and fostering corporate growth.

Main Duties and Responsibilities: - International Project Coordination - Business Development - Manages Global Expansion - New Client Acquisition - Strategic Partnerships - New Product Development - Marketing - Qualitative and Quantitative Research - Branding, Repositioning, New Product Launch, - Competitive Analysis and Trend Tracking

## Activities on behalf of ESOMAR

- Country Representative Italy 2012-2016
- Council member 2017-2018
- Speaker at B2B Forum Atlanta, GA, presenting the paper: Jumping Off the Barricades.
- October 2014 Speaker at Big Data in NYC, presenting the paper: Uncovering Affinities and Brand Equity by Simply Listening

## Other activities

- Teaching Visiting lecturer at Ohio University, Athens, OH, USA
- Visiting lecturer at IULM University, Milan, Italy
- Speaker Slow Food-Fast Research, organized by Sole 24 Ore (Milan) & Toluna (UK). Museo di Scienze Naturali, Milan
- December 2014 IIEX North America, Atlanta, GA, presenting the paper: Customer Experience Optimization, Answering questions never asked
- June 2017 Intellus (PMRG), New Brunswick, NJ, presenting the paper: Interest Based Segmentation: Know Your Audience
- November 2017 Publications Co-Author of the Book *Vino e Società* (market trends of the wine industry) Published articles on the top Market Research industry magazines: - ALERT! (INSIGHTS Association, official magazine USA) - VUE (MRIA, official magazine of Canadian Association of Market Research, Canada) - RESEARCH WORLD (official Magazine of ESOMAR, Global)

## Personal statement

During my first term, I worked, together with my colleagues, to transform Esomar into a Global Insights Community. My personal project is to evolve Esomar into a member centric community, improving the communication from and to the membership base. The first successful step in our mission was to enable representatives to interact with local members. But my vision is a community where members have a more active role. Esomar will be launching a new discussion board, and I would like that to be integrated on the Esomar app. This will aid in allowing people to share their experiences, ask for help or simply network on the go.