



Name Surname

Mina Sfondilis

Job title

Director Global Qualitative Research

Company

PepsiCo

Country

United States

Applying for

President

Vice President

Council Member

Supported by

Supporting member 1

Andrew Vincent

Supporting member 2

Jose Enrique Tocasuche

Supporting member 3

Anne Sophie Damelincourt

Supporting member 4

Akiko Hoshi

Supporting member 5

Dan Foreman

Education & professional activities

- Lead Global Training Initiative across PepsiCo Organization to rollout Design Thinking Process
- Speaker at Institute of Food Technologies
- Conference 2016 - Qualitative Research Applications in Food Loyola University Chicago
- Masters Degree University of Illinois
- Bachelors Degree

Activities on behalf of ESOMAR

- Served as Program Committee Chair for Global Qualitative 2017
- Served as Program Committee Member for Global Qualitative 2016

Other activities

- Director of the Global Qualitative team within Global Sensory & Consumer Product Insights at PepsiCo for the last 10 years.
- Led the first Virtual Global Sensory meeting with 80 participants across 3 days; created agenda and executing discussion across the world. Increased engagement by 35%.
- Selected in 2017 as one of best research papers to be Presented at Global Research Forum by Dr. Mehmood Khan

Personal statement

ESOMAR has been an extremely important organization in my life for the last seven years. The professionals I have met and interacted with have inspired me every year through the Global Qualitative conference, to come back to work refreshed and ready to try new things. Whether it's looking into the future of Artificial Intelligence, or even going back to the basics of ethnographic research and in-person interactions, I'm always so excited to allow myself to fully immerse into the world of qualitative research through the amazing presentations. Additionally, the relationships I have kept over the years have been critical in continuing with special project collaborations, in conducting research as client/agency partnerships, and simply in helping others to find new opportunities within the world of market research. As a qualitative researcher myself, as well as a manager of a qualitative team at PepsiCo, it is extremely important to be aware of all of the fabulous work being done to ensure that we are always driving for technical excellence. We must continue to band together as professionals to push ourselves, and drive us forward as a leading edge industry. This is what ESOMAR has done for me, and I would be honored to have the opportunity to give back through a seat on the Council. My enthusiasm and drive will be an asset to the organization. I had the opportunity to be the 2017 Global Qualitative Committee Chair, as well as a member of the 2016 Global Qualitative Program Committee. Both of these experience solidified my love and passion for ESOMAR, and I would truly be so excited to be part of the organization in a deeper way.