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Name Surname

Pieter Paul Verheggen

Job title

CEO

Company

Motivaction International B.V.

Country

Netherlands

Applying for

President Vice President Council Member

Supported by

Supporting member 1
Frits Spangenberg

Supporting member 2
Alan Appelbaum

Supporting member 3
Pervin Olgun

Supporting member 4
Vilma Scarpino

Supporting member 5
Richard Colwell

Education & professional activities

- studied Psychology University of Amsterdam (2006)
- studied MBA at the Business School Nederland (2011)
- Chairman of the Dutch Market Research Association 2002-2014, and honoured with the MOA-Award
- Member of the Keurmerk Controle Commissie (ISO certification body, 2009-2014)
- Member of the Dutch Effie-jury 2010-2011-2012 and the jury for the Dutch Sales Management Award 2016-2017-2018

Activities on behalf of ESOMAR

- Pieter Paul contributed a paper during the ESOMAR congress in the early '90 in Nice on smoking behaviour
- Pieter Paul was twice part of an ESOMAR program committee; in 2012 for the Qualitative Research congress in Amsterdam and in 2017 for the annual ESOMAR congress, again in Amsterdam.
- Publication: On the Future of Market Research he wrote, together with co-author Wim van Slooten, an article that was published by ESOMAR in the 65-year anniversary book.
- Since 2015, Pieter Paul is part of the ESOMAR council under the Presidency of Laurent Flores and Niels Schillewaart

Other activities

- Pieter Paul lectures market research and segmentation at the University of Applied Science (NHTV, Tilburg, The Netherlands)
- Member of the Supervisory Board of healthcare company AZBCT and PolyKaak
- Chairman of the Ed Dukkens Foundation (a foundation that preserves the paintings of Ed Dukkens, member of the international Cobra group)

Personal statement

For me the big challenge for MR is to move from being experts in gathering good information to experts in understanding what's behind the data and trends. Ultimately to provide insight and understanding of consumer behaviours and attitudes. ESOMAR is the only worldwide organization to facilitate that process. I see my role within the Council to connect with the developments in this field in various countries all over the world and to make sure that these developments get a platform at ESOMAR. And further that ESOMAR is accessible for researchers all over the world!