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Name Surname	Nisha Yadav
Job title	AVP, Head of Global Brand Research
Company	MetLife
Country	United States
Applying for	<input type="radio"/> President <input type="radio"/> Vice President <input checked="" type="radio"/> Council Member

Supported by

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David Smith
- Supporting member 4
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- Supporting member 5
John Kearon

Education & professional activities

Nisha Yadav is AVP and Head of Global Brand Research at MetLife. She has over 15 years' experience in brand and advertising research and advisory. Nisha has led Global Brand Research at MetLife for the past 6 years. She is part of the core team rolling out MetLife's transformational global brand. Towards this transformation, Nisha's team has designed and implements global standards, processes and programs to yield metrics for effective global brand management and campaign rollouts. In addition, her team leads research that support key brand and marketing strategy initiatives. Nisha is a seasoned brand strategist and has served as an advisor to several FORTUNE 500 companies and leading global and US brands. Prior to MetLife, Nisha held progressive roles leading brand strategy teams and managing a P&L in Young & Rubicam's BAV consulting group. Prior to this, Nisha offered brand and marketing advisory services while at Stern Stewart & Co., Ogilvy, and Burson Marsteller. Nisha was born and raised in India. She holds an MBA from the Simon Business School in the University of Rochester, New York; and a Bachelor of Commerce, from the University of Mumbai in India. She lives in Manhattan with her husband, five-year old daughter and 6-month old goldfish. Nisha is an avid traveler (45 countries and counting!); she enjoys hiking, scuba-diving, road-trips, cooking and experimenting with mid-century modern interior design.

Activities on behalf of ESOMAR

- Speaker at 2018 Conference
- Submitted paper describing Metlife Japan's brand transformation

Other activities

- Won 2018 ARF David Ogilvy Award for Advertising Research in the Brand Transformation category.

Personal statement

It is my honor and privilege to seek an appointment at the governing body of the premier market research organization in the world. I believe I am uniquely positioned to take on this role at ESOMAR. For the past 6 years, I have led global brand research for MetLife, conducting research in markets as diverse as the US, Japan, Mexico and the Turkey. This work helped transform MetLife's global brand. I will be presenting a case study on this at congress so hope you can see that. For a number of years, I have also worked on the supplier side with many diverse brands, so I can respect and represent the needs of both sides. I have a passion for innovation in our discipline. With your support, I promise to continue to push the agenda of research innovation at ESOMAR, so that our members can maintain and exceed their business relevancy and value. Thank you for your attention. I look forward to seeing you in Berlin!