



São Paulo, October 7, 2018

Dear ESOMAR Associate,

As a candidate for the Council of ESOMAR in the period 2019-2020 and I want you to know me better and consider me worthy of your vote.

My whole life has been dedicated to conducting research and marketing intelligence helping corporate leaders and rulers make relevant decisions. Starting very early, I went through all the steps of learning the profession, from job interviewing, to verifier, supervisor, tabulator, moderator, analyst, and project manager before setting up my own company, Demanda, in 1967.

At that time he was a student of Administration at EAESP-FGV and had already completed the Superior School of Propaganda. Despite all the uncertainties surrounding business activity in Brazil, with the help of a superb team, I was able to keep Demand active, innovative, profitable and ethical for more than 51 years. We have successfully carried out thousands of projects in 20 countries, for better than 800 satisfied customers. We are respected as excellent company by customers from all over the world. Former contributors describe Demand as "a research school" because it gave rise to more than 30 other companies.

For about 10 years I was a university professor of research at EAESP-FGV, ESPM and FAAP. I learned and used innovative methods and techniques with customers and partners from Demanda in the USA, Italy, France, Australia, India, Mexico and Argentina. Among the various specializations I am proud to have studied at the Harvard Business School in Boston.

I have strong interest in the development of professional associations and this led to the position of ABIPEME, ABEP, ABEMD, CRA-SP and CFA. I am currently, also administrative vice-president of CRA-SP, an organization with 68 thousand professionals and 8 thousand associated companies.

In 2017 ABEP honored me with the title of "Outstanding Researcher", an honor of which I am very proud. That same year I published the book "Living Stories of Market Research - How to Keep an Active Mark for More Than 50 Years." This book tells the trajectory of the research activity in Brazil, valuing the experience of former collaborators.

My candidacy for the ESOMAR Board was stimulated by some members of the ABEP board who consider it very important to have a Brazilian representation in that entity. Over the years I have participated in the ESOMAR conferences and presented several articles. I learned a lot from these events, as well as establishing direct communication with some of the most important professionals in the industry, from all over the world.

I wish to be your voice at ESOMAR, giving the entity common interests. I know that the high price of conferences is a hindrance to participation. I know that simultaneous translation into Portuguese and Spanish can help many of us. It is convenient to strengthen ESOMAR's relations with associations in each country, to protect research activities against threats of restrictions and censorship. Above all, it is important to exchange ideas and access to the trends of society 4.0 and the exponential transformations in the digital world of business.

If you consider me worthy of your vote I ask you to vote only on my behalf or just the candidates you know so that I will have more opportunity to be elected.

I wish to express my sincere thanks to the sponsors of my candidacy:

- Felipe Mendes - General Manager Latam - GfK - São Paulo, Brazil
- Joanne Robibbaro - SVP-General Manager- LRW Lieberman Research Worldwide- Los Angeles- USA
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- Sukit Tanskul - CEO - Custom Asia-Bangkok, Thailand

I look forward to your contact!

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