

Executive Board – Agency Member Application 2019

<p>Marcel Slavenburg Senior Director SKIM Netherlands</p> <p>M.Slavenburg@skimgroup.com</p>		<p>*Number of years in International Healthcare Market Research:</p> <p style="text-align: center;">18</p>
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<p>Brief Career history:</p>	<p>Marcel gained his Master’s degree in International Business Communication Studies in 1999 from Radboud University Nijmegen, The Netherlands and has worked in international healthcare market research for nearly 18 years.</p> <p>In addition to having led various business units, he has remained a very all-round and well-versed practitioner across all activities in the research life cycle, including recruitment, fieldwork, moderation and reporting. Marcel is passionate about the industry given his involvement in EphMRA's Learning and Development committee and has a particular interest in qualitative research where he is exploring novel methods, such as Natural Language Processing and the use of chatbots.</p> <p>In his current position as Senior Director, he is responsible for SKIM's EU Methodology & Innovation team, leveraging the latest market research developments and trends across all SKIM industries, whereby continuing to execute tried and tested methods whilst experimenting with the latest ones to ensure versatility and relevance with our clients.</p>
<p>*Involvement in any EphMRA activities or Committees</p>	<p>2014 to date member of the EphMRA Learning and Development Committee. From 2015 to 2018 Committee Chair.</p>

<p>*Why would you like to be an Agency Member representative on the Board? Please explain why you would like your colleagues to vote for you: (max 50 words allowed)</p>
<p>Medical market research is evolving in a digital, AI-led marketing world. Increased EU and global legislative pressure from different angles, have made EphMRA more relevant than ever before. Having experienced these changes in the last 20 years, I feel I am well-positioned to represent all associate members in embracing this changing climate going forward.</p>