

Executive Board – Agency Member Application 2021

<p>Marcel Slavenburg Senior Director SKIM Netherlands</p> <p>M.Slavenburg@skimgroup.com</p>		<p>*Number of years in International Healthcare Market Research: 20</p>
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<p>Brief Career history:</p>	<p>Jan 2019 – present; SKIM, Senior Director Head of EU Methodology & Innovation Member of the EU Strategy Team with focus on Methodology & Innovation, determining strategy for SKIM EU business (reporting to Global MT) Member of the Healthcare Team as lead qualitative researcher and moderator. Final responsibility for all qualitative research within SKIM.</p> <p>Jan 2013 – Dec 2018; SKIM, Research Director Lead Qualitative Researcher for all SKIM divisions, including healthcare. Responsible for the development of all qualitative research within SKIM, including training, innovation and sharing best practices.</p> <p>Jan 2008 – Dec 2012; SKIM, Director Fieldwork & Healthcare Netherlands Responsible for Business Unit Fieldwork & Healthcare Netherlands, includes HRM, Business Planning, Business Development, Marketing, Quality Management.</p> <p>Jan 2003 – dec 2007; VWB intermedical, Project Consultant Responsible for marketing and communications strategy and operational communication activities, acquisition of (inter) national research, writing and budgeting research proposals, planning, co-ordinating, analysing, reporting and presenting qualitative and quantitative results, managing project teams.</p> <p>Sep 1994 – Nov 1999; University of Nijmegen, MA Business Communication Studies</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. Agency Board member 2019 - 2021</p>

<p>*Why would you like to be an Associate 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>