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Research & Equitable Leadership (REEL) List 2020





About the List

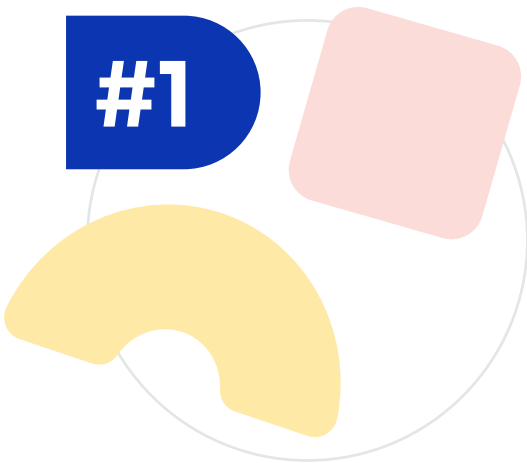
In its very first year, we're proud to announce the Research & Equitable Leadership (REEL) award, honoring the 50 most influential corporate and agency insights leaders of the day. Specifically, those who start fresh conversations at scale through notable thought leadership.

Equitable leadership is defined as promoting the creation of value and honoring values, which can be executed via stakeholder inclusion, contributions to mission & purpose, or improvements in technology & innovation. To qualify for the award, both corporate and agency research leaders had to meet the following criteria: proof of equitable leadership, rate of social media influence, and notable research or thought leadership. While some leaders were nominated by subject matter experts at Remesh, others were nominated from industry research and chosen from a number of candidates.

We created this list of honorees to recognize diversity in both the selection of experts and the selection of research fulfilling a need in industry recognition.

Kate Economou
Director of Research
Remesh





Joanna Peña-Bickley

**Head of Research & Design,
Alexa Devices**
Amazon

Research & Equitable Leadership

Joanna Peña-Bickley was awarded as a leader on the REEL list for her work with We Are Substance, a public service design studio that creates immersive experiences, original content, entertainment and media platforms that act as social catalysts which connect people. Known as the mother of Cognitive Experience design, Peña-Bickley's leadership philosophy is inextricably linked to meaning, not just innovation for the sake of change.

About Joanna Peña-Bickley

Joanna Peña-Bickley's creativity and leadership are fueled by the belief that human truth, data, and creativity are inextricably linked to designing inventions that matter for business. Her insatiable curiosity moves the C-Suite beyond obvious ideas and products, towards enduring market-making experiences for the connected era.

Whether creating one of the first streaming video players (which changed the delivery of live news events for ABC), designing the first banking app for the Apple Watch, making banking personal again for Citibank, reinventing the connected car as a cognitive mobility platform for General Motor's OnStar, or inventing new Alexa Devices for Amazon, Joanna's tenacious creativity disrupts industry and makes new markets.



Ime Archibong

Head of Product Experimentation
Facebook

Research & Equitable Leadership

Ime Archibong was awarded as a leader on the REEL list for driving the innovation and social impact agenda at Facebook, recognizing that the two strategies should co-exist. As the head of product experimentation, Archibong leads the way new in developing new apps focused on delivering entirely new experiences for building a community.

About Ime Archibong

Ime Archibong leads a global team that works on a variety of Facebook's product partnerships, from the core Facebook Platform, to Messenger, to Internet.org, to the recently announced K-12 Education initiatives. Archibong's leadership philosophy in part supports the need for diverse perspectives from people that represent the entire planet, recognizing that this diversity is the only way the best products and services will get built.

Archibong received his MBA from Stanford University, and in a past life, worked at IBM to explore the use of branded technology to tackle urban challenges, and to productize future storage research technology and intellectual property.

#3



Tiffany Zhong

CEO
ZebraIQ

Research & Equitable Leadership

Tiffany Zhong was awarded as a leader on the REEL list for her unique capitalization of insights into an emerging and less understood generation. She leverages her expertise and subsequent research in an annual State of Gen Z Report, which is regularly featured each year in magazines like Forbes and AdWeek.

About Tiffany Zhong

Tiffany Zhong is a self-described Gen Z Whisperer and, at age 23, one of the most sought-after youth trends and marketing experts. As the co-founder and CEO of Zebra IQ, she is building a platform to empower every creator to build a business. She is also the founder of Pineapple Capital, an early stage consumer VC firm. She strategically advises companies and is a board advisor at Otto Radio (acquired by Ximalaya: \$3B valuation), Distributed Systems (acquired by Coinbase: \$8B valuation), and more. She was formerly the youngest VC in the world, working at a \$300 million venture capital firm at 18 years old.

Zhong has been featured in lists like Forbes 30 Under 30: Marketing & Advertising, Adweek's Young Influential, Vanity Fair's Future Innovators, and TIME's Most Influential Teen.

#4



Nick Graham

Vice President, Insights & Analytics
PepsiCo Beverages North America

Research & Equitable Leadership

Nick Graham is awarded as a leader on the REEL list for recognizing and amplifying the need for diverse communities within the insights industry. Graham is a thought leader on what it means to be a #lgbtqia insights leader in 2020 and a champion for diversity within corporate organizations, which he articulated in his TMRE panel "Out in Research: Building a LGBTQ+ Market Research Community in 2021."

About Nick Graham

Nick Graham is responsible for managing global consumer insights and brand & innovation strategy for PepsiCo's global beverage brands, including Pepsi, 7Up, Mirinda/Yedigun, Mountain Dew, Aquafina and our portfolio of energy drinks & emerging brands. He believes that better ideas start with better insight.

Graham has been awarded AMA 's 4 Under 40 Emerging Leaders Award, and leads teams named on the GRIT Most Innovative Company list, and as an awardee for ARF's David Ogilvy Award – the only award that directly recognizes the insights and research behind ground-breaking ad campaigns.

#5



Kristin Luck

Founder
ScaleHouse

Research & Equitable Leadership

Kristin Luck is awarded as a leader on the REEL list for founding Women in Research, a networking group for women in market research to facilitate professional connections, leadership, entrepreneurship, and other career development goals.

About Kristin Luck

With over 20 years of experience as a serial marketing measurement technology entrepreneur, Kristin Luck advises on nontraditional growth strategies for data driven technology firms and market research companies, as well as emerging CPG, direct-to-consumer brands and "vice" categories like cannabis and sex tech.

Luck co-founded OTX, an online research business that was named the fastest growing research firm in the world in 2002 and 2003 and was subsequently acquired by Ipsos in 2007. She's a regular contributor to ESOMAR and Fast Company. Luck was also a recipient of AMA's 4 Under 40 Emerging Leaders Award.

#6



VP, Client Development
DISQO

President Elect
*Insights Association -
Greater New York*

AJ Keirans

AJ Keirans is awarded as a leader on the REEL list for his continued efforts in professional development for the researchers and insights professionals, particularly through the lens and amplification of inclusivity. Of note is this year's Insights Association webinar, "You Don't Know What You Don't Know: An Unfiltered Conversation & Call to Action" – just one of many programs initiated under his leadership at the insights networking group.

#7



Head of Research
Hulu

Julia DeTraglia

Julia DeTraglia was awarded as a leader on the REEL list for leading the research team behind Generation Stream – a mixed-methodology dive into the behavioral shifts behind content consumption, and the deep meaning the streaming movement holds for TV viewers across generations. The report covers ties not only to TV viewership, but streaming as self-exploration and a means of human bonding.

#8



**Senior Head of Global
Digital Consumer Research**
Euromonitor International

Michelle Evans

Michelle Evans was awarded a place on the REEL list for her leadership in analyzing and predicting the future of retail, particularly the impact of generational shifts on payment and retail ecosystems globally. She is the majority author of Euromonitor's "Top 10" reports, suggesting an incredible influence as the voice of retail's future.

Evans is also a Forbes contributor, and writes a twice-monthly column on how technology is reshaping commerce.

Priscilla McKinney

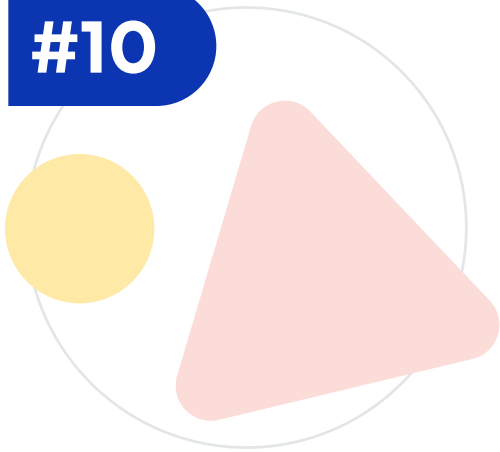
Priscilla McKinney was awarded a spot on the REEL list for producing one of the leading market research podcasts, and therefore leading important conversations in the industry, and for forging a path for other female entrepreneurs in insights and marketing. McKinney's philosophy is led by the belief that whether tackling a product or service, the human element must be understood for successful marketing.

#9



CEO
Little Bird Marketing

#10

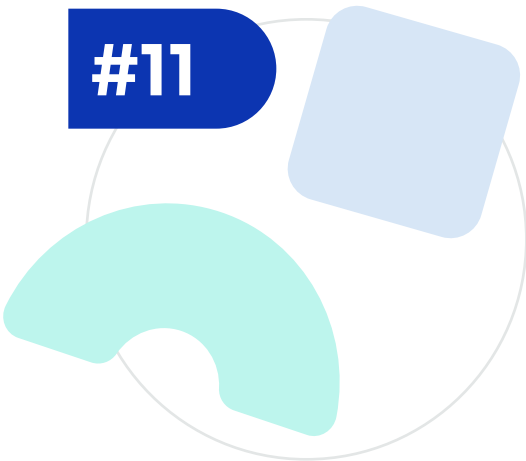


Adam Thomas

Adam Thomas is awarded a place on the REEL list for his unique approach to product development, enforcing values of story over features, value over speed, and research over ego – all while recognizing the influence of cognitive bias on product development. Thomas' passion for building a better product development process allows him to help sellers make more informed decisions with their third party marketplaces, and deliver more meaningful products for consumers.

Director of Product
Informed.co

#11



Kristi Zuhlke

After leaving her role at Procter & Gamble, Kristi Zuhlke set out to found a company with a mission to build the largest database of consumer survey data in the world. Her success and goal to end "corporate amnesia" of data has earned her a place on the REEL list.

CEO & Co-Founder
KnowledgeHound

During her tenure at P&G, Zuhlke worked on billion dollar brands like Gillette and Always, and pursued research in developing and launching global brands with emphasis on the low income consumer in Emerging Markets, among many other initiatives.

#12



CEO
JUV Consulting

Ziah Ahmed

Ziah Ahmed earned a place on the REEL list for his work as a Generation Z consultant, helping brands reach and understand young people, and empowering emerging voices of that generation. As part of its mission JUV Consulting actively gives back to youth in underserved communities. Ahmed has been named the Forbes 30 Under 30 list and named in the Top 15 Young Prodigy Changing the World list by Business Insider.

Mario X. Carrasco

Mario X. Carrasco is awarded as a leader on the REEL list for his work with Insights in Color, an initiative built for multicultural research. As the Co-founder of ThinkNow, he pursues that mission by helping brands discover the cultural drivers that influence consumer decisions, especially in a rapidly changing demographic environment. Carrasco's company also owns and operates one of the largest and most representative Hispanic online panels in the research industry.

#13



Co-Founder & CEO
ThinkNow

Board of Directors
Insights in Color

#14

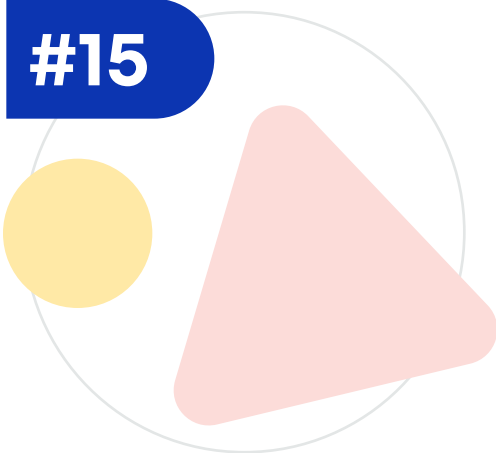


Board Director
Market Research Society

Crispin Beale

Crispin has been a Board Director (and Chairman) of the Market Research Society (MRS) for 15 years and a UK ESOMAR Representative for 8 years – and a farmer on the side! Beale has earned a place on the REEL list for his active participation in the MRS awards, with a careful eye on research innovators who exemplify the depth and breadth of an industry on the move.

#15

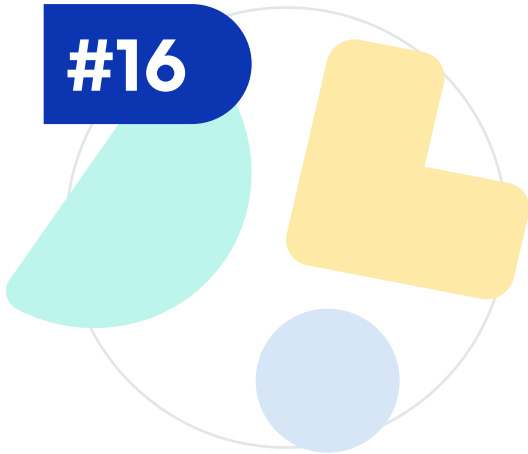


**Product Marketing
Manager, Global
E-Commerce Business**
Microsoft

Bryan Stromer

Bryan Stromer is awarded as a leader on the REEL list because he founded the Disability in Marketing group at Microsoft, which ensures and drive authentic representation of individuals with disabilities in Microsoft's advertising and marketing, and knowing the vital role that advertising and marketing play in shaping culture and society. Stromer has been recognized on the 2020 Forbes 30 Under 30 list, and the Disability:IN 2019 NextGen Alum of the Year.

#16



Marissa Schlueter

Marissa Schlueter is awarded a place on the REEL list for her work on CB Insight's "Intelligence Unit," which develops industry-leading healthcare research on more fringe subjects like blockchain, artificial intelligence, CRISPR, psychedelics, and more. Of particular note is Schlueter's research on global healthcare funding and investments in Q1'20 in the shadow of the COVID-19 pandemic

**Senior Intelligence Analyst,
Healthcare**
CB Insights

Kim Smouter

Kim Smouter is recognized on the REEL list for his avid and energized leadership in professional development, not only for ESOMAR members but for the insights industry at large. Specifically, Smouter leads ESOMAR's Triple Helix Projects, including industry-wide initiatives to promote research, professional development programs, and modernization of self-regulation practices.

#17



**Head of Public Affairs &
Professional Standards**
ESOMAR

#18

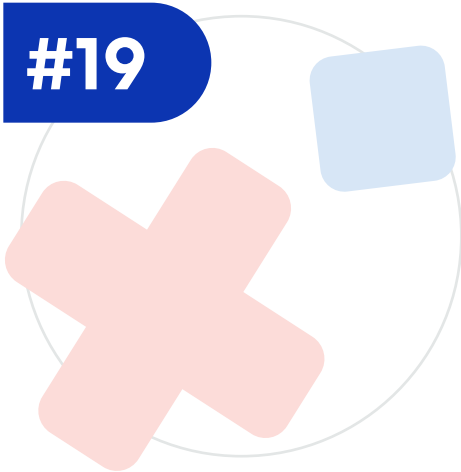


Senior User Researcher
Realtor.com

Isabel Aneyba, MBA

Isabel Aneyba believes that understanding other cultures is important in today's hypersensitive economy. For her work toward a more inclusive industry, Aneyba is awarded with a place in the REEL list. Her webinar "Inclusive Research—Unveiling the Truths of Latino Consumers" not only advocates for why and how to conduct more inclusive research, but directly ties to incorporating cultural understanding in a way that impacts market research and business outcomes.

#19

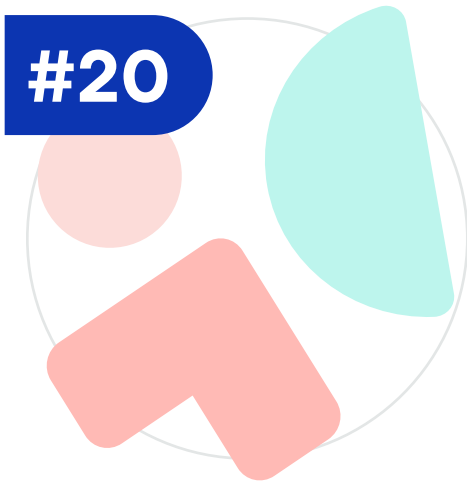


**Global Director, Customer
Products**
Anheuser-Busch InBev

Kurt Williams

Kurt Williams is a REEL list awardee for his defined efforts in emphasizing the value of diverse and equitable product teams. Williams divulged his strategy for doing so in a conference event of the same name, but also in practice by building a global product team from the ground up.

#20



Founder
Energy Lollipop

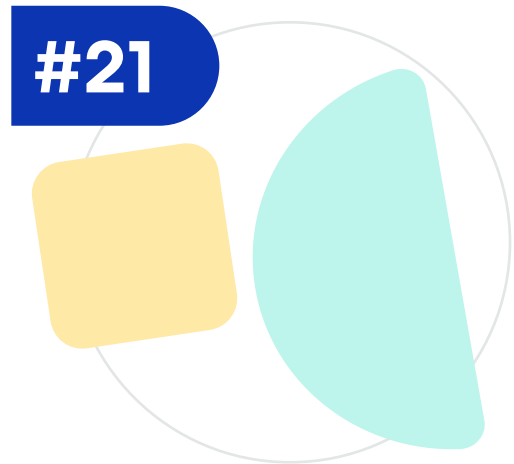
Katie Patrick

Katie Patrick is awarded a place on the REEL list because of work with Energy Lollipop, which she co-founded. The startup uses the best of behavioral science, game design, and UI/UX design to help get buildings (and the electricity grid) to zero CO2. Patrick is guided by her mission to solve environmental issues using data, behavioral psychology and game design techniques that sharply tap into people's motivational core.

Elena Kell

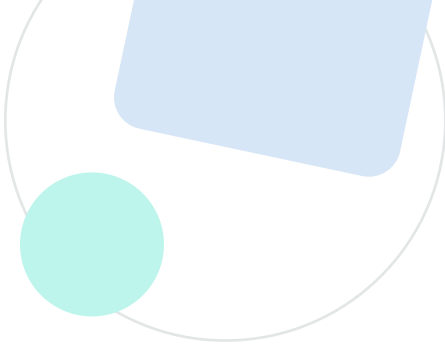
While her role at H&M Group itself is unique and ground-breaking, Elena Kell is awarded as a leader on the REEL list because of her work with Woman in AI, a networking group that connects the underrepresented labor of women not only in tech, but specifically in emerging fields like artificial intelligence. Of note is her course AI Crash Course, which was developed as part of an initiative to make the AI field more accessible and inclusive.

#21



H&M Group
Responsible AI Specialist

#22

**Founder***MindSpark Research
International*

Nikki Lavoie

Nikkie Lavoie is awarded a place on the REEL list for outstanding work as an ESOMAR council member, but also her drive to start fresh conversations on representation in the insights industry, including on topics like connect in the COVID-19 pandemic, personal bias in the market research industry, and allyship for BIPOC in insights.

#23

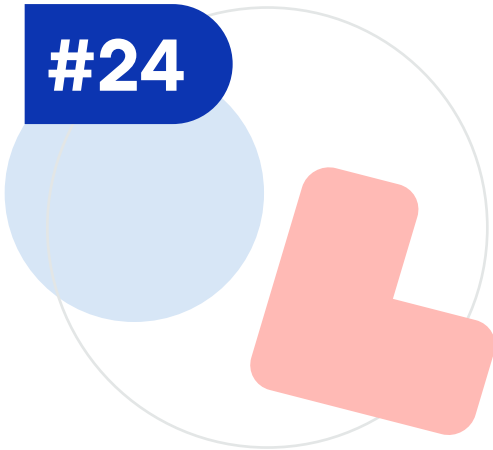


**Sr. Manager, Strategic
Insights & Analytics**
Johnson & Johnson Vision

Kelsy Saulsbury

An insights futurist, Kelsy Saulsbury is always on the verge of what's next in the research industry and acts as an advocate for emerging technology. She focuses on designing agile research projects and exploring new methodologies that increase the speed to insights, and is therefore awarded a place on the REEL list. Her research has appeared across the research industry conference circuit, including Qual360, NEXT, and others.

#24



Liz
Giel

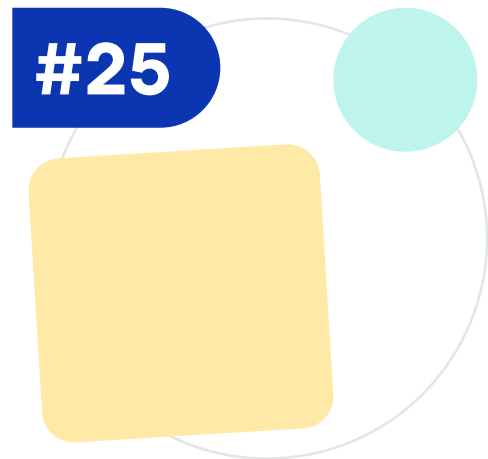
Liz Gel is founder of The Coven, a community and space for women, nonbinary, and trans people. Gel's responsibilities include overseeing the development of all marketing efforts such as market research, consumer insights, communications strategy, marketing effectiveness, partnerships and sales. For her mission-driven research, she's awarded a place on the REEL list.

**Co-Founder & Chief
Growth Officer**
The Coven

Chris
Cable

Chris Cable is awarded a place on the REEL list for his application of blockchain in consumer research. Cable's philosophy is that core components of blockchain technology – like immutability, transparency and security – are desperately needed in the ad-tech ecosystem. He believes that blockchain technology will permeate the digital advertising industry in a meaningful way in the near future and emerge as a solution in the business process.

#25



**Director of Insights,
Analytics & Strategy**
Diageo

#26



Leslie Willis

For her inspiring work with the Insights Association to further the professional development of research professionals, Leslie Willis is awarded a spot on the REEL list. Not only has she produced and promoted quality content, but she has also led educational opportunities and provided job resources in a time when those assets are most at risk and in which insights professionals are vulnerable.

Market Research Lead
Panasonic North America

Vice President
Insights Association - Southwest Chapter

#27



Xiaofeng Wang

Although TikTok is no longer an emerging social platform, the implications of its use are ever-changing. For her research on this exact topic of speculation and future predictions, Xiaofeng Wang is awarded a place on the REEL list. Her most notable research and analysis on TikTok explores the geopolitics of the Chinese app, including negotiations over data censorship and regulation across international borders for a global audience.

Senior Analyst
Forrester Research

#28



**Product Team Lead,
Google Classroom**
Google

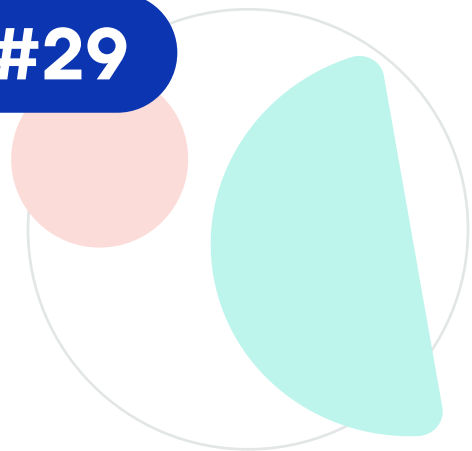
Amanda Rosenburg

Because of her work with Google Classroom and the essential need such technology fills in the current pandemic, Amanda Rosenberg is awarded a place on the REEL list. Rosenberg's research, and the resulting business outcomes, impacts more than 200 million students and educators every single day. Most notably, Rosenberg's research has directly impacted Google Assignments, which streamlines assignment workflows, and Google Originality Reports, which detects plagiarism.

Christine Osazuwa

Christine Osazuwa's philosophy is that brands should never stop learning and never stop listening – especially to music. Osazuwa applies this mission to her research and leadership, taking a stand that those in power should amplify, promote, protect, pay, and elevate black voices such that there is no choice but to listen. For her continued advocacy and dedication to diversity in research, she is awarded a place on the REEL list.

#29



Director of Data & Insights
Warner Music Group

#30



Global Head of Pride
Kantar

Steering Committee, Pride
Market Research Society

Sophia Papadopoulos

For successfully founding and leading the Pride@Kantar employee resource group, Sophia Papadopoulos is awarded as a leader on the REEL list. The group connects Kantar's LGBT+ community and allies to create a culture and workforce that is genuinely, authentically inclusive. Papadopoulos is responsible for founding a similar group at the Market Research Society, expanding the network beyond the four walls of Kantar.

#31



Researcher - Energy Analytics & Optimization
National Renewable Energy Laboratory

Sakshi Mishra

Sakshi Mishra works on the nexus of energy systems and artificial intelligence. Mishra has developed REopt Lite & API - a tool used by industry practitioners, consultants, research labs, and students for accelerating the transition to clean energy future, and for which she is awarded a place on the REEL list. Her continued research aims to provide AI-based methodologies, with the purpose of accelerating the transition to clean and resilient energy infrastructure through renewable integration, sustainable, and smart energy systems design.

#32



All Tech is Human
Founder

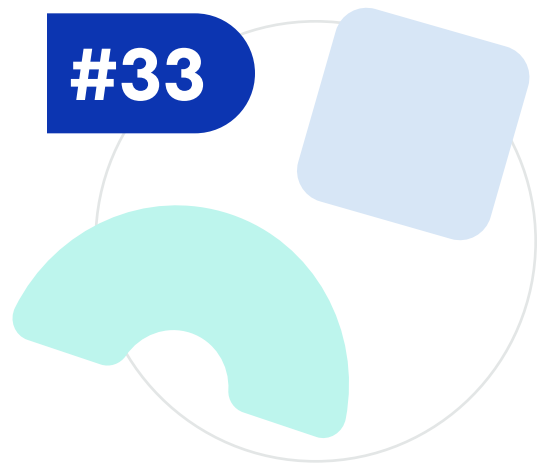
David Polgar

David Polgar is the founder of All Tech Is Human, an organization committed to informing & inspiring the next generation of responsible technologists & changemakers. Polgar has earned a spot on the REEL list for his research and for advocating for greater collaboration between industry and civil society, more interdisciplinary approaches to solving thorny tech/society issues, and better aligning technology with our individual and societal interests.

Paula Castro

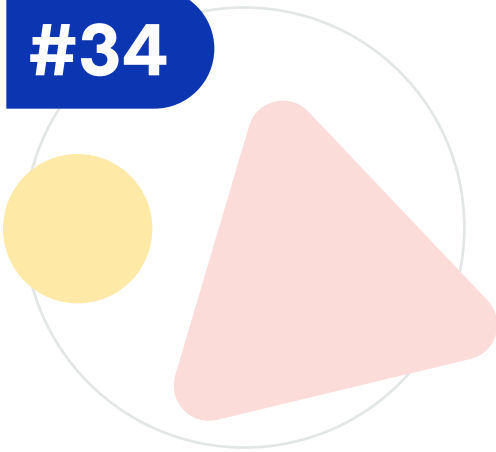
Paula Castro is a champion for the importance of inclusive marketing leveraging multicultural audiences across Google platforms. Most recently, she supported "Change the Sequence" in partnership with the Tribeca Film Festival and United Nations to explore the creative potential of Video Ad Sequencing on YouTube to drive real world change. For this campaign, she is awarded as a leader on the REEL list.

#33



**US Multicultural Business
Consultant | Culture
Creative Lead**
Google

#34



Market Research Manager
Voya Financial

Keri Hughes

Well-versed in classic and innovative research methods, Keri Hughes was prepared to jump into action when the COVID-19 pandemic hit. Hughes managed the unprecedented change, quickly innovating measurement programs to ensure the separation of the pandemic's impact from other intended measures. Her current strategy is exhibited in thought leadership published in Quirks – a unique perspective for which she is awarded a place on the REEL list.

#35

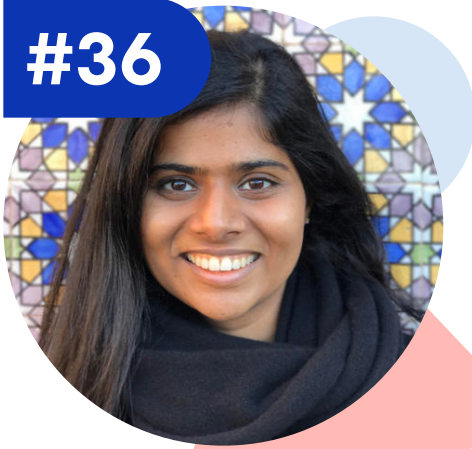


**Associate Director,
Foresight & Sustainability
Insights (North America)**
Colgate-Palmolive

Cherie Leonard

Cherie Leonard believes that sustainability is a movement, a message, and a way of doing business – not just a policy. Leonard led the team responsible for Colgate-Palmolive's new tube technology, which will speed the CPG industry's switch to recyclable packaging, improving sustainability progress for all. Using the technology, other companies will be able to share common tube standards, all while competing with what's inside. For this research and business outcome, Leonard is awarded a place on the REEL list.

#36



Melissa Gonsalves

Melissa Gonsalves is the Co-founder of Colour of Research (CRe), an organization dedicated to the representation of ethnic minorities in the market research industry. For her leadership, and for directly engaging in conversations about the industry's biggest racial diversity issues, Gonsalves is awarded a position on the REEL list.

Co-Founder & Director
Colour of Research (CRe)

Josh Ayto

For his research in to sustainable fashion, Josh Ayto is awarded a place on the REEL list. Specifically, he explores how sustainability currently impacts consumer purchase decision-making and brand perception. He believes that the industry must understand this if fashion hopes to build a better future for the next generation of shoppers. Ayto's research has also informed business strategy and forged a path ahead.

#37



Strategic Insights Manager
Google

#38



Sarah Sled

Sarah Sled is dedicated to connecting talented researchers in the industry to opportunities for growth, particularly women hoping to break into the industry. Sled believes in using her voice and place of privilege to advocate for justice and equality, spearheading an initiative to identify and create opportunities for diversity in all phases of the hiring pipeline, including empowering researchers from non-traditional backgrounds through mentorship. For this leadership mission, she is awarded a place on the REEL list.

**Director of Research,
Business Interfaces**
Facebook

#39

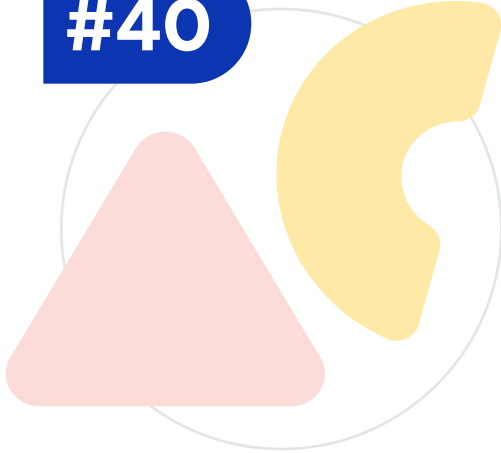


Julian Mellini

Julian Mellini is awarded a place on the REEL list for flipping the customer experience framework on its head, and rethinking the purpose and mission of traditional brand structures. Mellini is a leader in creating meaning through fan experiences, with a specific background in transforming sports fans into members of a lively community where people from across the globe find common ground.

**Director of Insights,
Analytics & Business
Intelligence**
Real Madrid

#40



**Senior Director of Global
Personal Care Brand &
Consumer Insights**
Procter & Gamble

Andrea Wilkerson

Andrea Wilkerson has spent her entire career developing brand strategies to build stronger relationships with the African-American consumer, particularly in the beauty category, for which she is honored on the REEL list. Wilkerson launched the first P&G beauty brand focused exclusively on African-American consumers, which set the stage for the Pantene Gold Series, and has received numerous rewards including the P&G Global Diversity & Inclusion Inspirational Leader Award.

#41



Agile Practice Director
QA Ltd.

Pardeep Dhanda

Pardeep Dhanda believes that agile solutions and practices will clear the path and lead change through the 4 industrial revolution. In his current role, Dhanda is responsible for the training, coaching and mentoring strategy for over 100,000 agilists. He also produces the "Peaky Agilist Podcast," where he discusses agile practices with subject matter experts.

#42



Yelean Choy

Yelean Choy is an enthusiastic advocate of agile and innovative research solutions, leading the way toward new insights within Clorox. Choy is also an active role model for women in the insights industry, recruiting senior leadership to the American Marketing Association Executive Board and advocating for a greater share of seats at the table.

Global Consumer Insights Manager
Clorox

Bill Trovinger

Since 2012, the grocery sector's economic profit has all but vanished, making an industry once immune to digital disruption vulnerable. For his leadership in exceeding those new expectations, Trovinger is awarded a place on the REEL list. His research specifically explores assortment, pricing, and promotion optimization through advanced analytics and new technology. He work also covers improving manufacturing, supply chain, and consumer engagement with AI-powered insights.

#43



Senior Customer Insights Manager of Private Brands
Amazon

#44

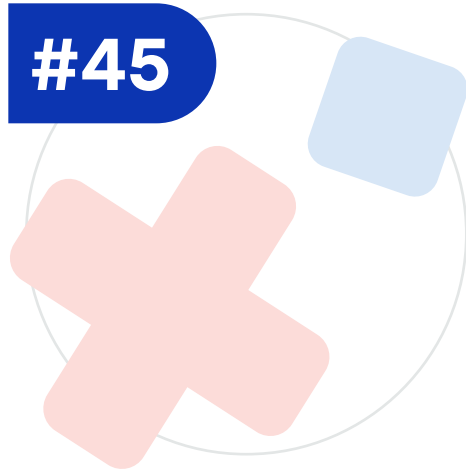


Associate Director - Human Insights, Cat Studio
Clorox

Kristen Griffith

Kristen Griffith is driven by a unique brand purpose to make the world a more welcoming place for cats and their people. Griffith's research delves deeply into video ethnography, which equips her team with actionable insights and a methodology that will drive action in the boardroom. For divulging her powerful strategy in "Driving Sales in Omni Channel Retail through Behavioral Design," Griffith is awarded a place on the REEL list.

#45



New Technologies Insights Specialist
The Coca-Cola Company

Lauren Raby

Co-founder of "In the Name of Insight," this podcast sets out to democratise the world of insights. For bringing expert voices to the table each month and discussing current topics relevant for the industry and society, Lauren Raby is awarded a place on the REEL list.

#46



Susan Fader

Recognized as the 'Voice of Qualitative' by QRCA (Qualitative Research Consultants Association), Susan Fader is an undeniable force in the industry. Fader is an expert in counterintuitive thinking, narrative economics, gamification mindset, self-diagnostic ethnography, and a number of innovative methodologies which she shares widely. For her position within the insights industry, she is awarded a place on the REEL list.

**Strategist, Qualitative
Researcher & Moderator**
FaderFocus

Nikki Jones

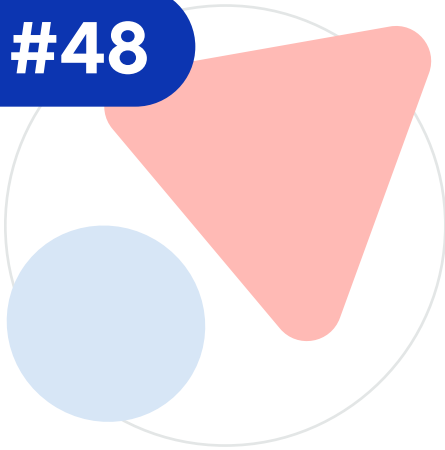
Nikki Jones is an advocate for inclusive work spaces and culturally-responsive products that offer best-in-class experiences for customers. She is awarded a place on the REEL list for work to help students level up their education and lead a better life, backed by a powerful and product-driven ambition. She currently offers office hours with recent graduates affected by the COVID-19 pandemic and other mentorship opportunities.

#47



**Senior Director, Marketing
Outreach and Diversity &
Inclusion**
Macmillan Learning

#48



**Head of Marketing:
Financial Inclusion +
Students**
Chase

Radhika Duggal

With a formal background in financial services, Radhika Duggal's current role is highly involved with high school and college students. By aligning Chase's larger mission of enabling more people to contribute to and share in the rewards of a growing economy, Duggal helps student build a better financial foundation. Griffith's strategy relies heavily on communication, for which market research and insights is essential.

#49



Head of Research
Instacart

Elizabeth Ferrall-Nunge

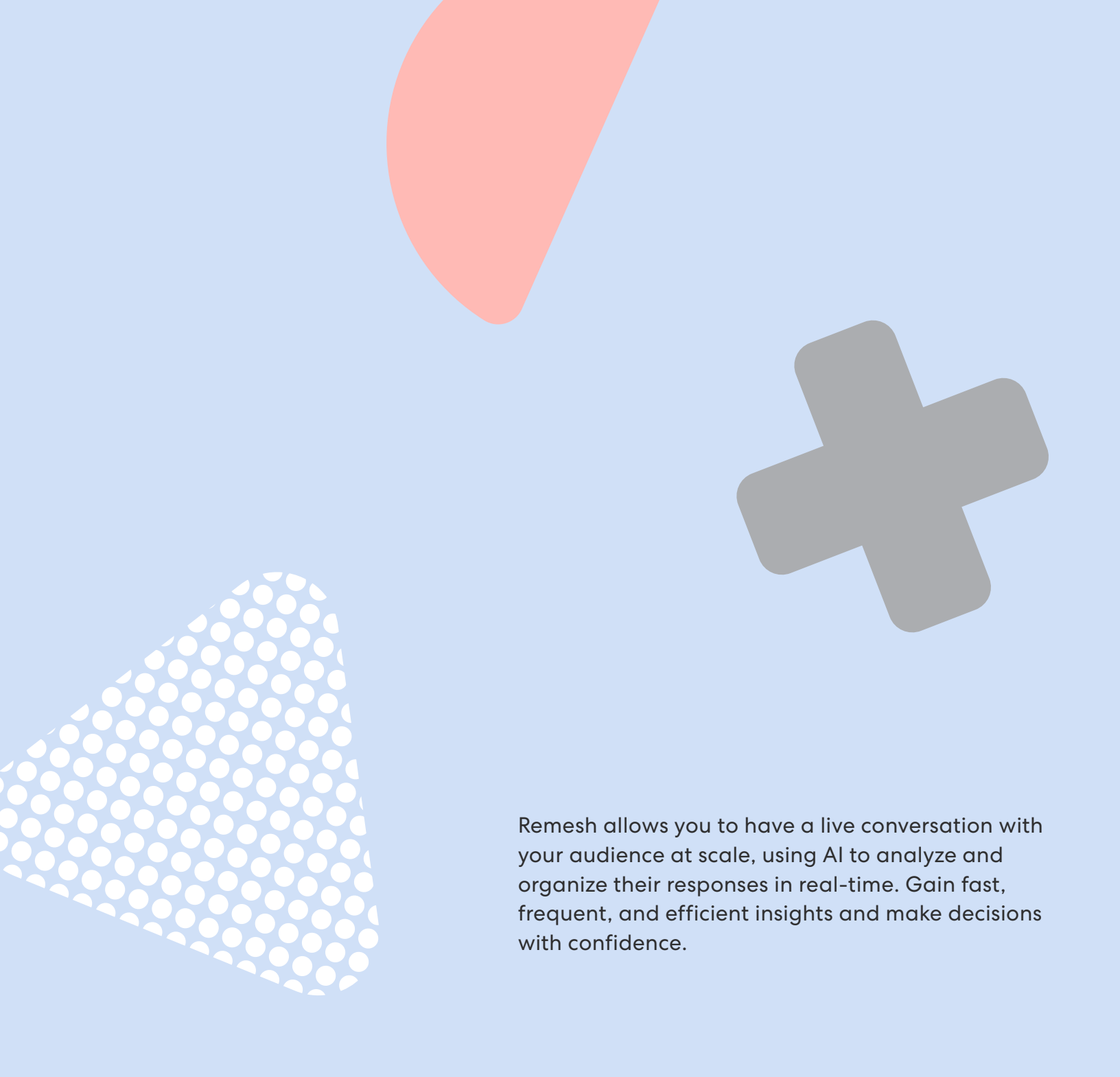
Elizabeth Ferrall-Nunge is awarded a place on the REEL list for research that supports a mission of making groceries more accessible. Ferrall-Nunge explores questions like "Who has access to food right now and who doesn't?" or "How do we balance the needs of customers with shoppers?" Her research also ponders "What do behavioral changes from COVID-19 mean for people from different socioeconomic groups, some of whom may not be able to access on-demand marketplaces?"

#50

Ashley Thomas

Since her early days as a young professional, Ashley Thomas has always had the mindset of “it isn’t about me” it’s always been about “the greater good of...” This philosophy drives her product strategy. Thomas is also a staunch advocate of standing by brands that believe in meaning, treating brand mission and strategy execution as something synonymous with personal values.

**Manager, US Product
Delivery**
Mastercard



Remesh allows you to have a live conversation with your audience at scale, using AI to analyze and organize their responses in real-time. Gain fast, frequent, and efficient insights and make decisions with confidence.



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