

Women in Research (WIRe) Adds Four New Board Members

Global insights leaders from MBC, CitiGroup, Nike and MESH Experience join board of worldwide nonprofit organization

LOS ANGELES , CA, USA, April 18, 2017 /EINPresswire.com/ -- [Women in Research](#) (WIRe), a non-profit organization working globally to provide career development and educational opportunities while supporting gender diversity initiatives in the market research industry, has added four new members to its advisory board: Laura Chaibi is Head of Digital Research for MBC based in Dubai; Anthony (Tony) Michelini is Global Head of Brand Insights and Strategic Analytics for CitiGroup in New York; and Vanessa Oshima is General Manager, Women's Category, for Nike in Tokyo; and Fiona Blades is Chief Experience Officer at MESH Experience in New York. All will play a crucial role in the strategic guidance of the quickly growing organization.



Kristin Luck, founder of Women in Research, said, “Laura, Tony, Vanessa and Fiona offer years of experience in the market research industry and bring diverse perspectives to the advisory board, which will be key in strategically guiding the expansion of our programming and community engagement around the globe.”

Laura Chaibi runs digital research for MBC in Dubai, the largest broadcaster in the Middle East. She specializes in digital media measurement and research, focusing on consumer and commercial media across TV, web, mobile devices, and emerging platforms. She has experience leading and building international award-winning research teams within digital companies—and understands the challenges research teams face between classical research, data and digital. Recently, she was chosen for a prestigious award as one of the ‘women of tomorrow’ to watch in media.

Anthony (Tony) Michelini has spent his recent career with CitiGroup in New York, and is currently serving as Global Head of Brand Insights and Strategic Analytics for the company. In this role, Tony has led the development of Citi’s global brand strategy and has helped the brand navigate through turbulent times. Prior to Citi, Tony was Director of Corporate Brand Strategy and Market Intelligence at IBM where he led the global research and strategic planning for brand strategy and integrated marketing communications. While with IBM, he was awarded the David Ogilvy, Grand Ogilvy Award.

Vanessa Oshima has found her passion in holistic brand building. Consumer-led strategy that is

aligned to business goals is where she focuses on making an impact. In her work, she connects insights about markets, consumers, brands and trends to determine winning products and great experiences for the consumer and the bottom line. She and her team has provided the foundation work behind many major new product launches and brand repositioning initiatives. Vanessa is currently the General Manager, Women's Category, for Nike Japan. Prior to that, she was Vice President of Corporate Strategy and Planning at Coca-Cola Japan.

Fiona Blades founded MESH Experience ten years ago to help clients make quicker and smarter decisions about brand investment – introducing a new approach using mobile phones: Real-time Experience Tracking. Prior to that, Fiona worked as a marketing manager for Spillers Foods and planning director for agencies including Claydon Heeley and Leo Burnett. In March 2017, MESH won the Woman-Owned Business of the Year Star Award from Delta Air Lines.

After completing a two-year service term, advisory board members Elaine Coleman (CA Technologies), Ashley Chauvin (Citi), and Emily Della Maggiora (Consultant) will transition to emeritus board members.

About Women in Research

Women in Research (WIRe) is a global non-profit for women in the marketing research industry, supporting events and educational programming across five continents. WIRe programming also facilitates leadership, entrepreneurship, mentoring and other career development goals. WIRe's mission is to advance the contributions and voice of women in research, both for themselves and the greater good of the market research industry. www.womeninresearch.org

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