MIKEMOUSSALLEM

"Our team approach stays focused on delivering the most clear and concise story we can help a brand understand about their buyer."

The entirety of **Mike Mousaallem**'s career has been in the shopper insights and category management world. Having been at the inception the shopper insights discipline, he has witnessed the entire evolution of the field. As shopper insights has become increasingly mainstream it has now become rare for brands to look outside of this niche practice for consumer opinion or behavioral data.

At Explorer Research, **Mike leads the Virtual Reality (VR) methodologies in tandem with their partner ReadySet**. What once was an expensive technology has been built into an affordable subscription-based model with pre-built environments, delivering near real-life experiences to research participants. The reliability of results from these immersive experiences means shopper insights commands more of a voice at the table when brands consider growth and innovation. Projects span from launch strategy to category development; price modeling to shopper displays and more.

Explorer RESEARCH

AREAS OF EXPERTISE

VR Methodologies for Shopper Insights	Market Research Annual Planning	The Evolution of VR in Market Research

KEY CLIENTS

Kraft   Google   PEPSICO   Keurig DrPepper

CLOROX   Nielsen   SARGENTO

PREVIOUS SPEAKING ENGAGEMENTS

- MRA Conferences
- Shopper Marketing Forum

WANT MIKE TO SPEAK AT YOUR NEXT EVENT?

Contact