

# 2026 Conference

19–21 May

Hotel Alicante Golf  
Alicante, Spain

**MSPA** EUROPE/AFRICA  
MYSTERY SHOPPING PROFESSIONALS ASSOCIATION



Participants Name	Organization	Country
Abdullah, Mrs. Dema	C&o Marketing	Saudi Arabia
Alfonso, Ms. Amparo	El Cliente Indiscreto	Spain
Alkemade, Ms. Nikky	MSPA Europe/Africa	Netherlands
Alsamsam, Mr. Fadi	C&o Marketing	United Arab Emirates
Amigoni, Ms. Rebecca	KIK.	Italy
Ammar, Ms. Sara	Shelvz	Lebanon
Anthony, Ms. Julie	Shoppers Confidential Inc.	Canada
Antică, Mrs. Maria	4Service Holdings GmbH	Austria
Bare, Mr. Michael	BARE International	United States
Bare, Mr. Jason	BARE International	United States
Bastlová, Ms. Renée	Ipsos s.r.o.	Czech Republic
Beauchene, Mr. Nick	Secret Shopper®	United States
Beňadiková, Ms. Jana	Ipsos s.r.o.	Czech Republic
Bertho, Mrs. Christine	Ipsos Bva	France
Beyti, Ms. Ilayda	Research Metrics	Bulgarije
Blažek, Ms. Bernarda	Newton Research Europe	Croatia
Boxberg Karlsson, Mrs. Veronica	Founder MSPA EA	Spain
Bradley, Mr. Dan	CX Orlando	United States
Brain, Josh	Ipsos UK	United Kingdom
Brandt Corstius, Mr. Renik	Excap Bv	Netherlands
Brooks, Mr. Erik	Research Metrics	United States
Broughton, Mrs. Kyla	Shoppers Confidential Inc.	Canada
Brouwer, Martijn	MSPA Europe/Africa	Netherlands
Bukovac, Mr. Marko	Liveshopper/Sassie	Croatia
Bushnell, Mr. Adrian	PAN Research Ltd	Ireland
Butruille, Mr. David	Qualimetrie	France
Caniglia, Ms. Paola	Ipsos Doxa	Italy

# 2026 Conference

19–21 May

Hotel Alicante Golf  
Alicante, Spain

**MSPA** EUROPE/AFRICA  
MYSTERY SHOPPING PROFESSIONALS ASSOCIATION



Participants Name	Organization	Country
Cano, Mrs. Nathaly	Qualimetrie Spain	Spain
Carr, Ms. Lynn	Customer Perceptions	Ireland
Chaoui, Mr. Abdel Wahab	C&o Marketing	Morocco
Checchi, Mr. Fabrizio	Mebius Srl - Mysteryclient	Italy
Chiacchia, Ms. Alessandra	KIK.	Italy
Coasna, Mr. David	Presence	France
Collins, Mr. Jason	Shoppers Confidential Inc.	Canada
Cover, Nigel	MSPA Europe/Africa	Verenigd Koninkrijk
De Geyndt, Mr. Dimitri	Helion Market Research	Belgium
Degryse, Mrs. Sharon	Multi-value Bv	Belgium
Dempsey, Mr. John	Jancyn	United States
Dempsey, Ms. Victoria	Jancyn	United States
Di Pietro, Mr. Steven	Service Integrity Mystery Shopping	Australia
Dijk, Mrs. Laura	Excap Bv	Netherlands
Dykusar, Ms. Daria	TS Management Group Sp. z o.o.	Poland
Dzhus, Mrs. Yuliia	Mom-ua	Ukraine
Egillis, Mr. Hunter	Black Cat Enterprises, LLC	United States
Elsewesi, Ms. Kinga	BARE Associates International	Belgium
Eynon, Ms. Lily	Black Cat Enterprises, Llc	United States
Fattori, Mrs. Vanessa	CA.ST. GROUP srl	Italy
Felos, Mr. Tony	Liveshopper/Sassie	United States
Ferrari, Mr. Damian	HS Brands Global	United Kingdom
Firth, Mr. Andy	Ipsos UK	United Kingdom
Fischer, Ms. Kelly	Research Metrics	United States
Galiano, Mr. Antonio	El Cliente Indiscreto	Spain
Galiano, Mr. Pepe	El Cliente Indiscreto	Spain
Garratt, Ms. Jenni	Serve Legal	United Kingdom

# 2026 Conference

19–21 May

Hotel Alicante Golf  
Alicante, Spain

**MSPA** EUROPE/AFRICA  
MYSTERY SHOPPING PROFESSIONALS ASSOCIATION



Participants Name	Organization	Country
Gervasoni, Ms. Livia	KIK.	Italy
Gimon, Mr. Timo	MSM Germany GmbH	Germany
Gonnella, Mrs. Susanna	MyNoiLab srl	Italy
Gonzalez, Mrs. Barbara	Qualimetrie Spain	Spain
Goranova, Mrs. Yuliyana	Client X	Bulgaria
Grafton, Ms. Sophie	Mystery Shoppers Ltd	United Kingdom
Grósz, Ms. Ticiána	Clientfirst Consulting Kft.	Hungary
Guzevata, Ms. Svitlana	TS Management Group Sp. z o.o.	Poland
Harte, Ms. Emma	Customer Perceptions	Ireland
Heilman, Mr. Todd	Research Metrics	United States
Hillson, Mrs. Dawn	Aba Quality Monitoring Ltd	United Kingdom
Högnason, Mr. Birkir Egils	Better Business ehf, Iceland	Iceland
Hopkins, Mr. David	Proinsight Mystery Shopping	United Kingdom
Hyatt, Jack	Ipsos UK	United Kingdom
Jänes, Mr. Kaspar	Dive	Estonia
Janse van Rensburg, Mrs. Ronelle	Helion Research Africa	South Africa
Jeffrey, Mr. Ian	Helion Market Research	South Africa
Karaytu, Denis	Research Metrics	Bulgarije
Karrenbauer, Mr. Christian	MSM Germany GmbH	Germany
Kaufmann, Ms. Julia	K&k Mystery Shopping And More GmbH	Germany
Kazlauskienė, Mrs. Neringa	Shopper Quality Group	Lithuania
Kennedy, Chris	Ipsos UK	United Kingdom
Kolp, Mr. Michael	Customer Experience Experts GmbH	Switzerland
König, Ms. Lea	Opinionway	France
Kukurov, Mr. Boris	Research Metrics	Bulgarije
Kuleli, Mrs. Berrin	Piramit Danismanlik	Turkey
Kunze, Mr. Armin	Whitebox by Shop Marketing GmbH	Austria

# 2026 Conference

19–21 May

Hotel Alicante Golf  
Alicante, Spain

**MSPA** EUROPE/AFRICA  
MYSTERY SHOPPING PROFESSIONALS ASSOCIATION



Participants Name	Organization	Country
Langl, Mr. Andreas	langl und partner og	Austria
Le, Mrs. Thuong	Soi.pro	Viet Nam
Luciani, Ms. Monica	Mebius Srl -mysteryclient	Italy
Luis Pino Cruz, Mr. Juan	BARE Associates International Spain	Spain
Lunawat, Mr. Sid	DataPure	United States
Mackenzie-Smith, Ms. Keira	Learning Curve	Hong Kong
Majdic, Mrs. Mateja	Skrivnostni Nakup	Slovenia
Malhotra, Mr. Kapel	Total Solutions Group	India
Masters, Ms. Sam	Proinsight Mystery Shopping	United Kingdom
Mayeux, Mrs. Anne-Sophie	Presence	France
McCarron, Ms. Niamh	PAN Research Ltd	Ireland
Mills, Mr. Tom	HS Brands Global	United States
Minkov, Mr. Dragomir	Research Metrics	Bulgarije
Mokrytska, Mrs. Victoria	4Service Holdings GmbH	Austria
Mózes, Mr. István	Clientfirst Consulting Kft.	Hungary
Nguyen, Mr. Truong	Opinionway	France
Olesen, Mr. Rasmus	Customer Journey Denmark ApS	Denmark
Oliveira, Ms. Cristiani	Research Metrics	Portugal
Omari, Mr. Abdallah	C&o Marketing	Morocco
Ooms, Mr. Marco	De Onderzoekfabriek	Netherlands
Oppermann, Mr. Erwin	Whitebox by Shop Marketing GmbH	Austria
Oura, Mrs. Yuko	Ajis Research & consulting Co .,ltd	Japan
Özbek, Gül	Yves Rocher	
Palmer, Mrs. Tamsin	Customerwise Ltd	United Kingdom
Parashkevova, Ms. Elena	Research Metrics	Bulgarije
Penn, Ms. Cigdem	Xsights	Turkey
Perico, Ms. Veronica	Ipsos Doxa	Italy

# 2026 Conference

19–21 May

Hotel Alicante Golf  
Alicante, Spain

**MSPA** EUROPE/AFRICA  
MYSTERY SHOPPING PROFESSIONALS ASSOCIATION



Participants Name	Organization	Country
Podolski, Mr. Piotr	Minds & Roses	Poland
Pompe, Mrs. Wendy	Mystery Shoppers Ltd	United Kingdom
Portik, Mr. Örs	Mystery Visit Market Reasearch & Consulting	Hungary
Provaznikova, Mrs. Linda	MyNoiLab srl	Italy
Pyzowski, Mr. Łukasz	Minds & Roses	Poland
Rainotti, Mrs. Stephanie	Ipsos Bva	France
Rand, Mrs. Kate	Serve Legal	United Kingdom
Reilly, Ms. Susan	Customer Perceptions	Ireland
Reitberger, Mrs. Laura	Skopos Next Gmbh & Co. Kg	Germany
Reiter, Mr. Markus	SKOPOS NEXT GmbH & Co. Kg	Germany
Rizkallah, Mr. Nabil	GWR Consulting	United Arab Emirates
Rodriguez, Ms. Gyselle	BARE International	Verenigde Staten
Ryan, Mrs. Julia	Secret Shopper®	United States
Ryan, Mr. Paul	Secret Shopper®	United States
Ryan, Mr. Nick	Secret Shopper®	United States
Šafránek, Mr. Pavel	Market Vision s.r.o.	Czech Republic
Sagar, Ms. Bhairavi	Onion Insights	India
Santiago, Mr. Guillermo	Promocar	Spain
Schimmel, Mr. Thomas	Helion Market Research	Belgium
Schölin, Mrs. Lina	Better Business	Sweden
Schott, Mrs. Katharina	transfer GmbH	Germany
Schramm, Ms. Julia	Dive Sweden	Sweden
Schroder, Anica	Ipsos UK	United Kingdom
Sehgal, Ms. Atika	DataPure	United States
Shany, Mr. Assaf	Checker Software	Israel
Shibuya, Mr. Yukihide	MS&Consulting Co., Ltd.	Japan
Shmyga, Mrs. Yulia	4service Holdings GmbH	Austria

# 2026 Conference

19–21 May

Hotel Alicante Golf  
Alicante, Spain

**MSPA** EUROPE/AFRICA  
MYSTERY SHOPPING PROFESSIONALS ASSOCIATION



Participants Name	Organization	Country
Sigalos, Mr. Dimitris	Global Link	Greece
Sigalos, Mr. Constantine	Global Link	Greece
Šojdel, Mr. Václav	Market Vision s.r.o.	Czech Republic
Šojdelová, Mrs. Gabriela	Market Vision s.r.o.	Czech Republic
Sokolova, Mrs. Victoria	MOM-UA	Poland
Spencer, Ms. Jill	Proinsight	United Kingdom
Stenger, Mrs. Carola	CA.ST. GROUP srl	Italy
Stücken, Mr. Maik	Bonsai Gmbh	Germany
Taranu, Mr. Virgiliu	Checker Software	Israel
Teo, Mrs. Pei San	HS Brands Global	Netherlands
Thomas, Mr. Ross	Reality Check	United States
Tolic, Ms. Lucija	Service.lab	Croatia
Tsankov, Emil	Research Metrics	Bulgarije
Tsuzuki, Mr. Tomohiro	AJIS Research & Consulting Co .,Ltd	Japan
Tsysar, Mr. Oleksiy	4Service Holdings GmbH	Austria
Twigg, Amanda	Ipsos UK	United Kingdom
Ugren, Mrs. Natalia	Skrivnostni Nakup	Slovenia
van den Berg, Mr. Carlo	HS Brands Global	Netherlands
Van Dorsselaer, Mr. Yves	Excap BV	Belgium
Vandroogenbroeck, Mr. Stefaan	Multi-value Bv	Belgium
Vári, Mrs. Zsuzsanna	Clientfirst Consulting Kft.	Hungary
Vicent Alcázar, Mr. Jaime	Promocar	Spain
Vilain, Mr. Antoine	Qualimetrie	France
Vladovych, Ms. Anastasiia	MOM-UA	Ukraine
Vogt, Mr. Johannes	Moventi Gmbh	Germany
Vulchev, Mr. Zlatin	Research Metrics	Bulgarije
Wang, Ms. Fuli	Ms&consulting Co., Ltd.	Japan

# 2026 Conference

19–21 May

Hotel Alicante Golf  
Alicante, Spain

**MSPA** EUROPE/AFRICA  
MYSTERY SHOPPING PROFESSIONALS ASSOCIATION



Participants Name	Organization	Country
Wildhaber, Mr. Daniel	Customer Experience Experts Gmbh	Switzerland
Williams, Mr. Doug	Mystery Shoppers Ltd	United Kingdom
Yi, Mrs. Manon	Ipsos Bva	France
Yorke, Lisa	Ipsos UK	United Kingdom
Zeiger-Soosaar, Mrs. Kerli	Dive	Estonia
Zhukova, Mrs. Olena	Mom-ua	Ukraine
Zimmer, Mrs. Anna Franziska	K&k Mystery Shopping And More Gmbh	Germany
Zsiga, Mr. Jenő	BARE Associates International Belgium	Belgium
Zswadzka, Mrs. Alina	Dive Poland	Poland