endri basha

Generational Intelligence & Consumer Insights
AI & Longevity · Sociologist

I study youth, generations, work and AI starting from people, not labels.

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Profile

Sociologist and market researcher with 8 years at Kantar, leading the Quantitative Operations team and driving the adoption of AI tools. Studies how generations, life stages and AI are reshaping work and consumption, and uses data to move organisations beyond generational labels. Speaker for HR, employer branding and marketing audiences.

8
YEARS AT KANTAR

3,000
PEOPLE IN 6 COUNTRIES
AI & LONGEVITY, 2026

7
NEET PROFILES
FRANCOANGELI, 2025

2021
GENHUB: GENERATIONS
FOR MARKETING AND HR

Highlights

OCT 2026

Lead author, AI & Longevity: Intelligence for AI Adoption in a Multigenerational Workforce

Global Kantar report in partnership with Ageism Is Never In Style, launched 19 October 2026. Survey of 3,000 working-age people in Italy, India, Japan, Brazil, the UK and the US. Introduced four AI relationship profiles that cut across generations: Athena Pragmatists, Ulysses Explorers, Cassandra Sceptics, Atlas Overloaded. Originated in Kantar's No Limits ERG; findings covered by Corriere della Sera.

2025

Co-author, «NEET. I 7 volti di una generazione in attesa»

FrancoAngeli, 2025, with Federico Capeci and Valentina Meli. Identifies seven NEET profiles instead of a single label; the work behind the book informed the youth programme Unlock.

Professional experience

NOV 2018 – PRESENT

Kantar, Milano

OCT 2025 – PRESENT

Team Leader, Quantitative Operations

- Leads quantitative research design and delivery, overseeing survey methodology and data quality across client projects.
- Translates consumer and generational behaviour data into actionable insight for client strategic decision-making.

JAN 2025 – PRESENT

AI Adoption Lead. Drives the adoption of AI tools within the company.

AUG 2024 – PRESENT

Technical Business Partner

- Designs and manages international research projects, coordinating with Operations teams and clients across markets.
- Responsible for strategic planning, execution and monitoring of complex studies, ensuring timelines and budgets are met.
- Studies generational shifts and consumer behaviour to identify key market trends for clients.

APR 2024 – PRESENT

Global Lead, No Limits ERG (Age Inclusiveness)

- Leads Kantar's global Employee Resource Group dedicated to age-inclusive and intergenerational thinking.
- Initiated the AI & Longevity study and grew it into a global partnership with Ageism Is Never In Style.

2021 – PRESENT

GenHub Lead, Kantar Italy's practice on generations

- Studies generations as a target in marketing and for HR recruitment and retention.
- Helps brands and HR teams look past generational labels: life stage, context and values explain more than a birth year.

APR 2022 – AUG 2024

Delivery Manager. Managed the delivery of international research projects across markets.

APR 2021 – MAR 2022

Project Manager. Managed end-to-end delivery of market research projects, from questionnaire design through to insight reporting.

JUN 2019 – MAR 2021

Technical Project Manager. Managed technical delivery of research projects, coordinating scripting, data processing and reporting workflows.

NOV 2018 – MAY 2019

Client Service Intern. Supported client service teams on research project coordination and delivery.

MAR 2018 – MAY 2018

Customer Satisfaction Officer, Cooperativa Il Faggio. Designed the customer satisfaction research strategy end-to-end: questionnaire design, fieldwork, data analysis and presentation of results.

Speaking & media (selected)

NOV 2026

Co-host, LinkedIn Live «AI & Longevity: The Report, Unpacked» with Jacynth Bassett (Ageism Is Never In Style), 4 November 2026.

OCT 2026

Speaker, Wellbeing Happiness Forum by EFI, Milan, 21 October 2026: «Gen Z experiments with AI. Gen X makes it scalable.»

OCT 2026

Media: AI & Longevity findings featured in Corriere della Sera (Silvia Pagliuca). Author for cheFare («Generazioni in attesa»).

SEP 2026

Speaker, Illyrian Brains Global III Lightning Talks, Tirana: «Beyond stereotypes: who are NEET youth?»

APR 2026

Guest, Intervistautori podcast on the NEET book, interviewed by Matteo Zani (Università Bocconi).

2026

Panellist, HR Club, «Employer branding, total brand e reputazione» for GenHub, Milan.

Education

2016 – 2018

MSc Sociology & Social Research, Università di Trento. Specialisation: Social Inequalities and Social Change.

BA Sociology (Political Science), Università di Bologna, Forlì campus

Skills

RESEARCH

Survey design · Quantitative & qualitative research · Consumer & generational insights · Data visualisation & charting · Public presentation of findings

TOOLS

STATA (advanced) · SPSS (basic) · AI tools adoption in research teams

RESEARCH AREAS

Generational studies · AI & the future of work · Age inclusion & longevity · Consumer behaviour · Brand & food trends · Gender studies · Social & labour market research

LANGUAGES

Albanian (native) · Italian (native) · English (C1)

Community & leadership

OCT 2021 – PRESENT

Co-founder, Illyrian Brains Network: global network connecting Albanian professionals in 50+ cities.

JUN 2022 – PRESENT

Sustainer, ITA2030: operational support to Third Sector projects.

Volunteer, Cooperativa Equamente. Member, ESOMAR.