



# Bureau Lidwien van de Ven

Value Based Healthcare Research

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CV

Lidwien van de Ven



Lidwien	Qualitative Market research consultant, trendwatcher
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Socioloog/ Trendwatcher	Fascinated by developments in society and trends in general. I describe small and big trends in (research) society in research magazine Clou. Some of my columns are published in my book.



Book Beyond the Pill

In 'Beyond the Pill' I describe the big changes that appear in Healthcare and what that means for Pharma marketing. The traditional business models: 'blockbuster' and 'push marketing' aren't the answers for doing business in the healthcare anymore. This classical shareholder thinking has to be replaced in stake holder thinking.



Style	Great empathy in combination with persuasiveness power. Preferably in a team for feedback and inspiration.
Research method	Qualitative research primarily, but also experienced with quantitative research. Empathic and original way of interviewing. Analyses and reporting based on my model of thinking: <a href="http://www.thechainofcolour.nl">www.thechainofcolour.nl</a>
Education	1989: Master Sociology (Drs.) 1982: VWO (pre university education) 2018: Master Innovation in care and welfare Hogeschool Utrecht (Innovatiemanager zorg en welzijn)
Courses	M&T: Transactionele analyse, Enneagram, SPSS, Creative thinking, Kernkwaliteiten, Intervisie interview. Deep Democracy. Marketing: Nima A Indesign, Fotografie, Boxplan (Effective writing), Wordpress.
Workexperience	2003 – present <b>Owner market research company</b> Activities:  1: acquisition and execution research projects: <ul style="list-style-type: none"> <li>- Fmcg: Philips, Zwanenburg, Pyramid/Lactalis, Friesland Campina, Plus Supermarket, Unilever</li> <li>- Pharma: Bayer, Astra Zeneca, Abbott, Novartis, SanofiPasteur MSD, Beiersdorf, Zambon</li> <li>- Media: Sanoma, Mood forMagazines, Telegraaf, SPN, Nijgh Versluys</li> <li>- Schools/ education: secondary schools: AOC Oost, Vitus Bussum &amp; Naarden</li> <li>- Automotive</li> <li>- Mediabureaus: Mindshare, Jump, Thabasco TBWA, Goudactivatie, Flindallcommunicatie,</li> </ul> 2: Trainer: qualitative research <ul style="list-style-type: none"> <li>- Ipsos/Synovate</li> <li>- Forum marketing research</li> <li>- Motivaction</li> <li>- Firm United Health Care</li> </ul> 3: Interim consultant: <ul style="list-style-type: none"> <li>- Intomarkt/Gfk Jan Schipper Healthcare, Firm United Healthcare, Ipsos/Synovate.</li> </ul> 4: Developing and license visual research tools  For example: value images (Dutch, French & English)



**1998 – 2003**

**De Bock & Dekker Visual Management Consultancy**

Position: Business Unit Manager Research

Activities: acquisition, management, developing research tools, lectures consumer behavior and business cultures

Industries: FMCG, finance, banking, fashion, interior mail-order companies

**1994 – 1998**

**Market Response**

Position: Senior market research

Activities: acquisition, management, execution, reporting

**1991 – 1994**

**Censydiam Nederland**

Position: researcher executive

Activities: execute research projects

**1989 – 1991**

**Universiteit van Amsterdam**

Position: Research assistant

Activities (organise) interviews

And...

Editor of "Clou" Dutch research Magazine of the MOA (expertise center for marketing-insights, research and analytics in the Netherlands).  
Founder qualitative research network.

Furthermore, married, mother of Marijn and Danique and interested in tennis, running and literature. And voluntary in Repair Café Bussum.

