

Maartje Lauw, DHW Research

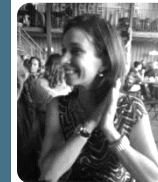
(Anne) Maartje Lauw, 25 April 1975

Sinds 2006	Owner, DHW Research, Amsterdam
2004 – 2006	Senior Qualitative Research Executive, IPSOS Synovate, Amsterdam
2002- 2004	Research Manager Qualitative research, commercial services, Kantar Millward Brown, Amsterdam
2000 – 2001	Business Development Manager, ComScore Nedstat Web Analytics, Paris
1998 – 2000	Branding Consultant, Globrands Branding Consultancy, Amsterdam
1993 – 1998	University of Amsterdam, psychology
1997	University of the Western Cape, Cape Town

References:

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Exampes qualitative consumer insight projects:

Services: Aon Risk Management, Volksbank / SNS Bank, Vereniging Eigen Huis, ASR insurances, NS Hispeed

Retail: Albert Heijn, HEMA, Zeeman, Beter Horen, DA

Producenten: Arla, Jacobs Douwe Egberts professional, Kraft Heinz

Pharma: Ipsen, Coloplast, Solvay, Glaxo Smith Kline, Janssen, Pfizer

Media: 20th Century Fox, Verbal Factory (Discovery Channel, TLC), Facts&More (MoodforMagazines Linda Meiden), Raphaels (Netflix)

Non-profit: Cordaid Memisa, Peru Travel

Web Assessment: WUA!; e.g. Beter Horen, LeasePlan, Liander

Concept development: Kisk, BrandDoctors, No Grey Today, Pepperbrands

Online Communities agencies: InSites Consultancy (Randstad, Marktplaats), GIM (BMW)