

CV Maudie Kunst

Short resume (of course I'm more than happy to provide more information if needed!)

Personal

Maudie Kunst

Date of birth: 17th of July 1969

Work

1994 – present: Co-owner of CO-efficiënt, a qualitative research company. The company consists of two people, so I am always involved in the whole process of the research (briefing, moderation and debrief/reporting).

With 25 years of interview experience, I have worked for numerous companies and organisations, varying from banks (Postbank, ING) to charities (WWF Netherlands, Dutch Cancer Society) and from multinationals (Philips) to media companies (Sanoma, Talpa).

Skills

Because of my natural curiosity, it is really easy for me to adapt to a new topic or sector. Without much effort I can get myself acquainted with new territory; from shaving to mortgages, from gambling to men shoes. I delve into the subject and make it my own.

Over the years I encountered a lot of different respondents from a lot of different target groups (young/old, BtB/consumers, involved or more distant to the subject) and my talent is to get the maximum result out of each interview and to create a pleasant atmosphere, where respondents feel respected and being heard.

Clients often tell me they really appreciate my reports, because they are to the point and easy to read.

I have worked for a number of international clients too, so I'm comfortable with (de)briefings and reporting in English.

Study

Bachelor in Psychology (University of Amsterdam, 1987 - 1988)

Master in Communication Science (University of Amsterdam, 1988 - 1993)

