

CV Nieske Witlox

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

Personal

Nieske Witlox

Date of birth: 27th of August 1969

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

Skills

With over 24 years of interviewing experience I have all the skills to create a comfortable and safe environment, where respondents feel free to express their beliefs and feelings on any topic.

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, usability-tests to alcoholic beverages. I delve into the subject and make it my own. I encountered a lot of different respondents from a lot of different target groups and my talent is to get the maximum result out of each interview/discussion in a pleasant atmosphere where respondents feel respected and being heard.

I give workshops twice a year to junior qualitative researchers at the MOAcademy (part of the Dutch Market Research Association) on how to get the maximum out of a qualitative interview. These workshops are reviewed very positively (8 on a scale from 1-10).

Experience

I have experience in a broad spectrum of topics & branches. A lot of research I've done have been focused on financial services and charities. Wide experience in singles, focus groups and online interviews with consumers and btob.

Study

Bachelor in Psychology

Master in Communication Science

Questions?



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