

## Moderator Bio

### Judith van Baarlen



Judith van Baarlen has been living in the Netherlands for more than twenty-five years, after having been born and raised in the United States. She earned a Master's degree in Clinical Psychology (Edinboro University, Pennsylvania, USA; 1983) and a Bachelor's degree in Business Economics and Art (Rutgers University, New Jersey, USA; 1979; summa cum laude, Phi Beta Kappa). After rounding off her official education, her interviewing and analysis skills were further developed during her career in the USA in mental health care, counselling and community liaison work.

Growing up in a bi-lingual household allowed for a smooth transition when moving to the Netherlands. The first logical step for Judith after the move was to hone her language skills. She became a simultaneous interpreter and translator, specializing in the area of market research. Using her knowledge base and acquired skills, while continually expanding these via the Dutch Market Research Association (MOA) and ESOMAR, Judith has been doing qualitative market research in the Netherlands since 1995. Her background and experience provide the foundation for conducting research into a wide variety of subjects and specialty areas. She has done countless focus groups and in-depth interviews encompassing the areas of health care, pharmaceuticals, durables, education, ICT, telecom, FMCG, and more. Projects include those with a focus on communications, concept testing, ethnography, patient studies, and market exploration. Despite the depth of the experience, Judith strives to keep a fresh perspective, embracing new and creative techniques that can provide added insight. Finishing off the project with a clear and thorough report is a service she also provides.

Judith's language skills allow her to moderate in both Dutch and English as a native speaker. She finds effective communication with the client to be of utmost importance to ensure that she will get a real understanding for their information needs. She values reliability and flexibility, which are especially necessary in the context of international research.