



Personal profile

As a qualitative researcher with over 20 years' experience, I know my way around. I love digging into findings to get to relevant insights, combining data points to paint the bigger picture and providing recommendations that help getting plans and ideas into action. Clients and colleagues describe me as: enthusiastic, analytical, fast thinking, honest, thorough and committed.

Experience

- Qualitative Insights Professional | Freelance moderator Present
- Team & Research Director Qualitative – Winkle / Happen 2014 – Sept 2019 (5 yrs.)
- Account & Research Director Qualitative – Millward Brown (now Kantar) 2002 – 2014 (12 yrs.)
- Project Manager Qualitative Research – Interview NSS (now Ipsos) 2001 – 2002
- Communication Consultant – Total Design 1998 – 2001

Experienced in managing and conducting international research projects, fluent in English (both writing and speaking)

Expertise

- Types of research: Branding & positioning, Concept testing & development, Opportunity areas & idea platforms, Pre- & prototype testing, Customer experience
- Methods: F2F & online qualitative research, Co-creation sessions, Ideation & activation workshops
- Branches: FMCG (cookies/biscuits, coffee, spreads/margarines, personal/home care, etc.), telco, banking, travel, retail

Education

- Bachelor degree Communication Science – Radboud University in Nijmegen 1993 – 1994
- Master degree Communication Science – Radboud University in Nijmegen 1994 -1998
- Communication Studies – Dublin City University 1998