

CURRICULUM VITAE



Katja Wanda Fieguth

k.fieguth@gmail.com

Gerrit Bartholomeuslaan 26

2015 EN Haarlem/ The Netherlands

Phone: +31-622827209

Married to a Dutchman, two children aged 9 and 12 years

Nationality: German

Date of birth: June 2nd 1973 in Grünstadt/Germany

➤ **Work experience**

Since 11/2018: Self employed KF Qualitative Research and Consulting. Conducting qualitative market research projects in Germany and the Netherlands. Focus on Consumer electronics, Automotive, Food. Top clients worked for: Volvo, Jaguar, HP, LinkedIn, Philips, Starbucks, Ferrero

05/2015-10/2018: Senior Consultant Qualitative at Kantar TNS: Key clients coming from several industries with focus on travel industry, digital & connected & tobacco

- Full responsibility for end to end qualitative projects from pitching/ proposal to study design, conducting fieldwork (in Dutch, German or English) with special attention on the German market
- Moderation of focus groups, f2f interviews, workshops & online platforms
- Focus on international multi country studies

08/2014-04/2015: Self employed. 'Katja Fieguth Qualitative Research & Consulting'. Conducting qualitative Market research projects, workshops and intercultural trainings

06/2012-07/2014: Consultant for qualitative Market research projects at TNS Hong Kong and Singapore. Focus on financial projects, telecommunication, travel and IT

12/2009- 05/2012: Career break, maternity leave

09/2008-11/2009: Manager Human Resource Development Asia & Pacific and Middle East at Lufthansa German Airlines

06/2008: Presenter for cross-cultural topics at Cartus Cooperation Ltd. Singapore

11/2007-09/2008: Consultant for market research projects at TNS in Singapore. Focus on medical and pharmaceutical projects

- Conducting interviews with experts in medical science and biotechnology
- Analysis of international reports and writing a combined presentation for multi country studies

03/2006-01/2007: Associate Director for Research International Indonesia/Jakarta

- Main fields of work: Selection and training of employees, consulting and setting up of qualitative research projects, supervision, reporting and presentation
- Industries: Travel and entertainment, FMCG, pharmaceuticals

07/2005-02/2006: Self-employed, freelancing for qualitative market research projects in Germany

- Main clients: Philips, BMW, Sanofi-Aventis, Pfizer, DYMO, Hamburger Sparkasse

01/2000-06/2005: Senior Research Manager in the qualitative team of Research International in Hamburg, Germany

CURRICULUM VITAE

- 08/2004-02/2005: Project work in the quantitative Team of Research international, consulting of clients in qualitative-quantitative matters, focus on online studies
-

➤ Education

1993-1999: Studies of Psychology at the Free University in Berlin

- Master degree in Psychology. Grade: Excellent
- Additional qualification: Media Psychology

08/1996-02/1997: Erasmus scholarship; Studies of Psychology at the Complutense University in Madrid, Spain

➤ Foreign countries, education and work experience

07/2013 until present: Move to Haarlem/ Netherlands

11/2009 until 06/2013: Relocation to Hong Kong

02/2006-11/2009: Relocation to Singapore, work experience in Jakarta and Singapore

07/2005-11/2005: Language course and freelance work at Luz, Portugal

02/1997-04/1997: Internship at Asociación Española contra el Cancer (Cancer Aid, Spain)

08/1990-07/1991: High School Diploma at University High School in Spokane, USA; scholarship of the German government and the American Congress

➤ Foreign languages

German(native), English (fluent), Dutch (NT2 Diploma, fluent), Spanish (fluent in word), French (fluent in word)