

WALDO SWIJNENBURG

Insight and Strategy |  HAARLEM, 2023 SK, THE NETHERLANDS | 0622903699

◦ DETAILS ◦

Zaanenlaan 87, Haarlem, 2023 SK,
The Netherlands
0622903699
swijnenburg.waldo@gmail.com

DATE / PLACE OF BIRTH

14-11-1969
Amsterdam

NATIONALITY

Dutch

DRIVING LICENSE

Yes

◦ LINKS ◦

[Article Clou 2018](#)

[Jury report researcher of the year](#)

[Book, Publisher Balans](#)

[Book, Publisher Eburon](#)

[LinkedIn](#)

◦ HOBBIES ◦

I am a passionate squasher and to keep in shape I also run every week and go to the Gym. I love reading philosophy, (forensic) psychology and keep myself informed about science, global politics, business developments and of course original and/or impactful marketing communication strategies. In the weekend I also like DJ-ing: often at home with friends, but also every year at several festivals. A long time ago I have even been a two times Dutch DJ champion (when people used turntables to play music). Last but not least I have a girlfriend and three beautiful children.

PROFILE

Expert in consumer behavior and a senior research consultant with a demonstrated history of working for a broad range of (inter)national clients.

EMPLOYMENT HISTORY

(hands on) Managing Partner at MARE, Amsterdam

January 2011 — September 2019

As a managing partner of a small company (approximately 25 employees) I am familiar with all facets of team management and dealing with clients and business partners. During this period I also worked for a broad range of national and international accounts ranging from BtC to BtB. For each account and project I was responsible for the team, process and output. Recent key accounts were NLO, Essent, KPN, Rabobank, Brown-Forman and PwC. I have also done studies for political parties and ministries. In 2012 I was nominated by MOA for researcher of the year.

My responsibility as a research director was to improve Commercials, Campaigns, Propositions ((re)writing insights and/or fine tuning RTB's), Brand Positioning, Customer Journey's, Product Development, Exploratory and Segmentation studies. I am a specialist in Qualitative Methodology and have a thorough knowledge of Consumer Behavior.

Senior Researcher at MARE Research , Amsterdam

January 2007 — December 2010

Researcher at Motivaction , Amsterdam

December 2002 — December 2006

EDUCATION

Nima A & B, SRM, Amsterdam

2004 — 2006

Foundation course (propedeuse) Philosophy, VU, Amsterdam

2002 — 2004


Master's Degree Psychology (cum laude), UvA, Amsterdam

1998 — 2001

Master's Degree Sociology, UvA, Amsterdam

1992 — 1997

REFERENCES

 References available upon request