



EXPERIENCE

Greet Dom

- Balance in Business bv -

Qualitative market research for private sector, (complementary) health care and government

- ✓ Broad experience in many sectors:
 - B2B and B2C
 - Food, Finance, Government, Culture, Tourism, Industry, General and Complementary Healthcare

✓ Type of research: Positioning, concept development, communication, usability

✓ Methodologies: focus groups, IDI, Online communities, Online interviewing

✓ Workshops Identity Marketing: as a continuation of research: translating the organisation's purpose and mission into brand identity and market positioning

✓ Training researchers: interview techniques, group dynamics, segmentation, analysis

1995: Balance in Business Qualitative market research

1987 – 1995: various positions at Censydiam (now Ipsos) in Belgium and the Netherlands

Ad Interim

2019 (3 months) : Research director @ Haystack Consulting

2017 (7 months): Team leader Research team @Ipsos

2008 (9 months): Account & Research Director @Keystone

VARIA

- ✓ Lived and worked in Amsterdam for 10 years
- ✓ 1-year sabbatical in U.S. for Chinese medicine studies
- ✓ Interests: brain science, psychology, meditation
- ✓ Meditation trainer with focus on entrepreneurial themes

- ✓ 25+ years of experience in qualitative market research
- ✓ Research in Belgium and The Netherlands
- ✓ Good knowledge of cultures in Belgium (Flanders and Walloon) and The Netherlands
- ✓ Roots in psychodynamic, motivational research

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WORK STYLE

- ✓ An eye for perspectives and interests of all involved parties
- ✓ Moderation: smooth, in-depth and with a great sense of the unconscious
- ✓ Reporting: short and concise or very detailed, and with added value from expertise and vision
- ✓ Preference for complete projects (organization, implementation and reporting); partial projects are negotiable

LANGUAGES

- ✓ Dutch: perfect
- ✓ English: very good
- ✓ French: quite good; for moderation I work together with French-speaking researchers with 15+ years of experience

EDUCATION

1984: Bachelor of Social Work | KdH Antwerp

1987: Master Sociology | University of Antwerp

1994: Certificate 5-year Training Gestaltpsychology | Multi-di-Mens Ghent

2004-2018: Several meditation teacher trainings

2007: Basic knowledge of Western Medicine, HBO level | 2 years | Shenzhou Institute Amsterdam

2016-: Trainer Positive Neuroplasticity | Rick Hanson USA