

Curriculum vitae

Rob van Bodegom

Date of birth: 9 March 1970
Gender: Male
Nationality: Dutch
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EDUCATION

1992 – 1996 University of Amsterdam, Faculty of Political & Social Cultural Sciences
Degree: Master in Sociology

1988-1992 Ichthus Polytechnic Rotterdam
Degree: Bachelor in Design & Communication

1983-1988 School of higher general secondary education, Westland-Zuid, Vlaardingen (NL)

KEY SKILLS

- Highly experienced in qualitative research (senior level, 20+ years experience).
- Flexible and pragmatic worker & creative, analytical thinker with good sense of marketing, communication and consumer insights.

Active as qualitative researcher since 1996. Started his career at Centre for Marketing Analyses (currently: Kantar - Millward Brown) and continued as independent researcher since 2002. With his 20+ years of research experience Rob has ample knowledge of initiating, coordinating, executing and reporting/presenting qualitative research. Both commissioned by agencies and clients.

Experience in both b-to-c and b-to-b research, 1-on-1 in-depth interviews and focus groups, organising workshops and brainstorm sessions. Work experience in a variety of industries, companies, and research topics.

Besides his work as a researcher Rob occasionally writes for trade magazines in the field of marketing and communications. Key subjects: marketing, communication, market intelligence, consumer insights, strategy, media, brands, personal leadership, business innovation, analytics.

WORK EXPERIENCE

- April 2002 – now **Qualitative researcher | Self-employed**
Research projects in assignment of market research agencies and directly for advertisers/brands/institutions.
- Research sectors a.o.: finance, commercial services, publishing companies, governmental organisations (Dienst Publiek & Communicatie van Ministerie van Algemene zaken, Commissariaat voor de Media, Staatsloterij, Belastingdienst), advertising agencies, retail and FMCG.
- Research domains a.o.: pre- en post-testing communication campaigns, image- and positioning studies, customer satisfaction (loyalty), exploration, feasibility studies (new product/services, propositions, concepting), usability online tools, U&A's, DMU-research, etc.
- Research capabilities: indepth single interviews as well as focusgroups, b-t-c as well as b-t-b. Tasks/responsibilities range from attending briefings, writing proposals/quotations, moderation of individual interviews/focus groups/workshops, analyzing results, writing research reports, presentations and workshops of the findings.
- A large variety of research topics, sectors and brands passed in review over the past years. E.g: financials (Achmea, SNS, ING, ABN AMRO, BLG Wonen, ASR, Woonfonds, PGGM, PFZW), retail/FMCG, (Albert Heijn, Jumbo, Coop, Heinz, PepsiCo), mobility (KLM, Transavia, PON, Toyota, Gazelle), non-profit (Amnesty International, Aidsfonds, Wakker Dier, Commissariaat voor de Media, Dienst Publiek en Communicatie van Ministerie van Algemene zaken), telecom/utility/ICT (Ziggo, KPN, Gasunie, Liander, Microsoft) and real estate development/spatial planning (BPD, Bouwend Nederland, Advin).
- 2001 – 2002 **Copywriter | Advertising agency HVR'Bridge**
Member of creative team responsible for creation and execution of direct marketing campaigns.
- 1996 – 2001 **Senior research consultant qualitative research | Centrum voor Marketing Analyses (currently known as Kantar Millward Brown)**
Tasks/responsibilities: attending briefings, writing proposals/quotations, moderation, reporting and presentations, accountmanagement, coaching and education of junior researchers.