



WHO IS PAMELA POTTERS?

- I am a committed, flexible and pragmatic worker, focused on thorough understanding of consumers and professionals and their motives behind behaviour.
- Analytical and creative consultant with a good sense of marketing and communication.
- Highly experienced in all dimensions of (offline & online) qualitative market research; in-depth interviews, focus groups, shopper research and online communities.
- Btc and btb with specialisation in youth, youngsters and family research.
- Broad range of market research topics: a.o. new product development, concept development, UX research (apps & websites), pre and post testing of communication campaigns, image- and positioning studies, user & attitude research.
- A wide range of subjects and type of clients have passed through the past 15 years:
 - FMCG: Friesland Campina, Bouter Group, Intersnack, Peijnenburg, Dr. Oetker, BOON, Bonduelle.
 - (online) Retail & Wholesale: bol.com, Plieger, Natudis, Albert Heijn, HEMA.
 - Publishers & Broadcasting companies: VRT, Zwijsen, Reed Business Information, G+J Media, Blink Uitgevers.
 - Internet: Google.
 - Non-profit: JOGG, Kinderzwerfboek, STIVA, VSO Nederland, NVVK.
 - Others: Madurodam, Spirotech, Identity Games, Kennisnet, HAS Den Bosch, Winford, BioNext, Schiphol, KIA, BakePlus, PVH (Tommy Hilfiger).
- Other clients via market research agencies: Albert Heijn, Danone, PepsiCo, Etos, Monuta, Vodafone, Tele2, Lebara, Essent en Catawiki.



	Pamela Potters	15 april 1969, Breda
2006 - now	Independent	Senior market research consultant
2005	Independent	Interim Marketeer & Communication Manager
1999 - 2004	IPM Kidwise	Director & Senior Consultant
1998 – 1999	Guhl Ikebana Cosmetics	Marketing Manager
1992 - 1998	Nutricia/ Numico	(Senior) Brand Manager Jr Insights Manager
1996 – 1997	Nima C; SRM	
1987 - 1990	Bedrijfskunde studie BBA; Nijenrode Universiteit	

Pam Research

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