



# Lotteke van Nimwegen

## Contact

Lotteke van Nimwegen  
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Lotteke@helder-insights.nl  
19 – 05 – 1976

## Insights Specialist in:

Brand & Communication  
Propositions  
Innovation

## Languages

Dutch (native)  
English

## Profile

Qualitative Insights Specialist with more than 20 years of experience in qualitative research, including 10+ years at Wonder Insights, my own qualitative research agency, and 2 years at Kantar in Singapore.

I am energetic and results driven. My strength lies in turning insights into clear, actionable outcomes—by asking the right questions, bringing all stakeholders on board, and delivering action-oriented reporting.

I specialize in projects related to brand, proposition, behaviour and innovation. With my experience, I enjoy helping brands truly understand their target audiences so they can make the right strategic decisions. This requires genuine understanding of people—not only as a target group, but as human beings, with their doubts, habits, and everyday realities. For me, research is therefore not just about “gathering insights,” but about engaging with people’s lived experiences—because that is often where the real value lies.

What are projects really fit me?

- Moderation, both online and f2f (interviews, focus groups)
- Qualitative research projects from start to finish: exploratory, validating, segment or target group enlivenment and brand positioning to concept testing and UX research
- Both B2C and B2B
- Strategic workshops, co-creation and Design Thinking: personas, customer journey mapping, ideation
- International projects: comfortable with reporting and debriefs in English

## Work experience

### Kwalitatief Insights Specialist

*The Human Spark*

2026

### Director Qualitative Research

*MarketResponse, Utrecht*

2021-2025

- Specialized in brand, proposition, and innovation.
- Within this scope, responsible for, qualitative and combined qualitative & quantitative research, as well as related services such as customer programs, workshops, activations, and training sessions.
- Responsible for innovation in qualitative research (including AI): from idea development through business case creation to market implementation.
- Coaching and mentoring qualitative Insights Consultants.
- Team lead of the qualitative team and member of the Management Team (MT)

**Owner**

2009 – 2020

*Wonder Insights (previously Raphaels), Amsterdam*

- Initially as Managing Partner, and in the last eight years as (co-)owner.
- Wonder Insights was a specialized qualitative agency that, with a diverse team, helped clients identify and embrace new needs in a rapidly changing world and translate these into strategic opportunities in the areas of brand, communication, target groups, and propositions.
- Among other things through trend, qualitative, and quantitative research.
- In 2021, I sold Wonder Insights to MarketResponse.

**Research Consultant & Account Manager, Kantar**  
*Singapore*

2007 – 2009

**Research Manager, Trendbox & Mare Research,**  
*Amsterdam*

2002 – 2007

**Education & Training**

Master Human Geography, University of Utrecht

1995 – 2001

## Relevant expertise:

- Semiotics in Marketing
- Storytelling
- Visual reporting
- NIMA Marketing A
- Behavioural Change
- Facilitator workshops
- AI in research
- Agile
- Design Thinking
- Service Design