

## Moderator Bio

## Jeroen van den Hoven, MSc

After my studies Marketing Management at the Erasmus University Rotterdam, I started at Triggerpoint as studio manager and qualitative researcher.

Since the early beginning, I have been working on both qualitative and quantitative national and international market research projects for both the business-to-business and consumer as well as the healthcare market.

Projects moderated include market exploration, patient/customer journeys, lifestyle experiences (ethnography), positioning and concept testing. I have experience with TDI's, IDI's, Duo's, Focus Groups (both online as on a Central Location) and online Bulletin Boards.



### **Business to business and Consumer markets**

As product ranges within the consumer markets vary enormously, I found myself shopping with consumers in order to get an impression of their buying behavior when buying cheese or visited them at home to witness a demonstration of their microwave placement and usage. Other products include for example: butter, tobacco, washing machines and refrigerators. In my projects for the B2B market, I spoke to decision makers on the purchasing behavior of their telecom packages (internet and telephone packages) and insurance services.

### **Healthcare market**

Since the early start, I have worked on projects in the areas of Oncology, Respiratory Diseases (Asthma & COPD), Metabolic & Psychiatric Disorders, Urology and Neurology. Projects moderated include treatment pathways, concept and ad testing, market exploration, positioning, and patient studies. Medical target groups I have worked with include Physicians, Nurses, Patients, KOLs, Pharmacists and Payers. I have a particular interest in conducting full scope research for sensitive, smaller disease areas, such as PKU and ILD, in which patients, specialist nurses and Specialists are included.

I enjoy the flexibility of working in both markets as this fuels my development and allows me to more effectively suggest alternative qualitative strategies to get the answers you need. Together with my strong analytical skills, flexible attitude and enthusiasm, I am considered to be a professional person to work with.