

Moderator Bio

Marcel Slavenburg, MA BTr

Two years after graduation (MA, International Business Communication Studies, Radboud University Nijmegen, 1999), Marcel started working in the field of (medical) market research before joining SKIM in 2008 and Triggerpoint in 2010.

Over the years he has coordinated and executed both qualitative and quantitative national and international market research projects (including discussion guide design, moderation and analyses).



Marcel is experienced in moderating various consumer groups and business professionals in the consumer, B2B markets and healthcare markets.

Consumer and B2B projects included various projects with in the Telecom (internet, cable TV and (mobile) telephone), Financial & Insurance Services, but also Technology, Media (radio, television), FMCG, Automotive and Education.

Given his wealth of experience, he is able to familiarize himself with new markets and therapy areas in a relatively easy way.

Regarding medical market research, he is familiar with nearly all therapy areas, including Asthma, COPD, Depression, Oncology, Schizophrenia, Cancer (& Cancer Pain), Ophthalmology, Diabetes, Surgery, Organ Transplant, ADHD, Parkinson's Disease, Alzheimer's, Psoriasis and Rheumatology.

Medical target groups he has worked with include:

- Physicians, including GP's, Pulmonologists, Cardiologists, Internists, Urologists, Surgeons, Oncologists, Hematologists, Psychiatrists and Diabetologists, Dermatologists and Rheumatologists;
- Nurses, including Diabetes Nurse Educators, Pulmonology Nurses, Parkinson's Disease Nurses;
- Patients, from Asthma and Diabetes patients to Transplant patients, etc;
- KOLs and Top clinical experts;
- Pharmacists, regional and national Payers and other stakeholders within the healthcare landscape.

Projects moderated include market exploration, treatment pathway / customer journey analyses, positioning studies, concept and ad testing, and patient studies, generally ranging from highly structured to completely unstructured. He particularly enjoys the use of creative techniques and is willing to try out challenging and innovative ideas.

Marcel is a sworn translator (Wbvtv: 4748) and moderates in English and Dutch. Marcel is enthusiastic, pragmatic, adaptable, hardworking, strict with client requirements and achievement of goals. Above all, his professional and flexible attitude makes him an effective communicator and pleasant person to work with.