

HENNING CHRISTIANSEN

Qualitative Market- & Marketing Research

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Born in Fulda [Hessen, Germany] on the 26th December 1973.

Graduated [M.A.] in English Linguistics at the University of Aachen [RWTH, North Rhine Westphalia, Germany] with focus on marketing language.

As a moderator & consultant for qualitative market- and marketing research studies, I design and implement creative and effective research studies drawing on my extensive experience across marketing research methodologies and strong analytical and communication skills.

I look back on more than 15 years of market research experience, gained on both client and supplier side, working for the following marketing research agencies and companies:

- MAIX Market Research and Consulting GmbH [Aachen]
- Lamberts Consulting GmbH [Munich]
- GfK SE [Nuremberg]
- Verlagsgruppe Weltbild GmbH [Augsburg]
- PAYBACK GmbH [Munich]

I have successfully designed, executed and managed both qualitative & quantitative ...

... studies across a wide range of industries, including:

- IT hard- and software companies
- Automotive industries
- Online service providers
- Pharmaceutical & chemical companies
- Telecommunication companies
- Financial service providers
- Publishing houses
- FMCG industry

My fieldwork, methodology & moderation experiences include:

- In-depth interviews (personal / phone)
- Workshops
- Focus groups, triads, dyads
- Online bulletin board moderation
- PoS interviews
- Ethnographic interviews
- Quantitative CATI/CAPI interviews

... concerning subjects as for example:

- Product & service features
- Company, brand and image marketing
- Concept and website testing
- UX research
- Baseline studies

... with consumers (B2C) and experts (B2B).

I'm looking forward to working with you!

Henning Christiansen