

I. G.

PROFESSIONAL EXPERIENCE

- 20 years' experience in market research as a freelancer for Synovate, Ipsos, Fieldwork International, Consumed, Medefield, MV2 Group, EFG International, GFK, CSA, Harris, A+A, Ad'Hoc Research, etc...

RESPONDENT TYPE EXPERIENCE

- Experience in all types of targets
- GPs, Specialists (cardiologists, endocrinologists, oncologists, dermatologists, infectiologists, rheumatologists, diabetologists, pneumologists, urologists, hematologists, paediatricians, among many others), KOLs, Stakeholders / Payors, Hospital Finance Directors, Pharmacists (Hospital & Retail), Nursing staff, Nutritionists, Patients, Dentists, Vets, Microbiologists

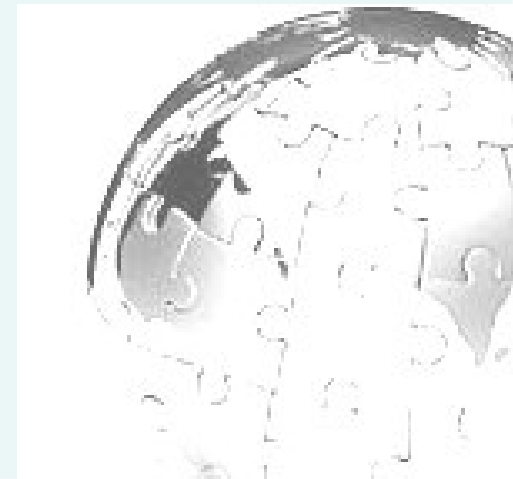
RESEARCH TYPE & TECHNIQUES

- IDIs (central location or in-field) and TDIs (in 5 languages: English, French, German, Spanish and Italian)
- Moderation of FGs (in English and French)
- Ethnographic studies (observations of patients at their home or pharmacists at their work place)
- Expertise in many different types of research and techniques: exploratory & projective, directive & non directive, message testing, product positioning & testing, detail aid development & testing

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MEDICAL FIELD EXPERIENCE

- **Therapy areas:**
 - **Endocrinology** (Type I & Type II diabetes, diabetic nephropathy, obesity)
 - **Cardiology** (heart failure, acute coronary syndrome, atrial fibrillation, cardiovascular risk factors, hypertension)
 - **Oncology** (breast, lung, colon, liver, skin cancer, cancer prevention, stoma care products, BTcP)
 - **Infectiology** (HIV, HVB, HVC, vaccines)
 - **Rhumatology** (gout, rheumatoid arthritis, osteoporosis)
 - **Urology** (incontinence, erectile failure)
 - **Hematology** (T-cell lymphoma, multiple myeloma)
 - **Otolaryngology** (otitis, allergic rhinitis)
 - **Gynaecology** (contraception, menopause, urinary tract infections, prenatal vitamin supplementation)
 - **Ophthalmology** (ARMD)
 - **Dermatology** (acne, herpes zoster, lupus, psoriasis, sarcoma)
 - **Paediatrics** (nose health in infants)
 - **Pneumology** (asthma)
 - **Allergology** (food allergies)
 - **Microbiology**



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STUDIES & LANGUAGES SPOKEN

- French (native language)
- English (Franco-American nationality)
- German (fluent)
- Italian (fluent)
- Spanish (fluent)

LOCATION

- Based in Paris.
- Covers both France and foreign countries

KEY ASSETS

- Fluent in 5 languages
- Mobile throughout Europe and America
- Multicultural background
- Efficient, enthusiastic, creative, proactive, easy to work with, congenial

