

Isabelle Gorrell

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...
 - **Moderation** of interviews (face-to-face, telephone, Skype), focus groups (facility-based and online), and online communities
 - **Analysis** (top lines and full reports)
 - **Audiovisual services** (filming and video editing)

RESPONDENT TYPE EXPERIENCE

- Experience in **all types of targets**:
 - Patients
 - GPs
 - Specialists
 - KOLs, Stakeholders / Payors, Hospital Finance Directors
 - Pharmacists (Hospital & Retail)
 - Nursing staff, Nutritionists, Dentists, Vets, Microbiologists

RESEARCH TYPES & TECHNIQUES

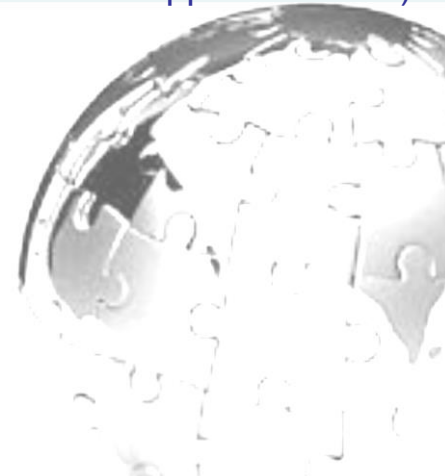
- Ethnographic studies (eg. observations of patients at their home or pharmacists at their work place)
- **Expertise in many different types of research and techniques**: exploratory & projective, directive & non directive, message testing, product positioning & testing, detail aid development & testing, concept testing, product profile, ad testing, packaging research, etc...

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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)
- **Rheumatology** (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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LANGUAGES SPOKEN

- **Fluent in 5 languages:**
 - French (native speaker)
 - English (Franco-American nationality)
 - German (fluent)
 - Italian (fluent)
 - Spanish (fluent)

LOCATION

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

KEY ASSETS

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

