

Trilingual Qualitative Moderator.

Elizabeth moves seamlessly between her native English and fluent German and French, helping clients gain consistent findings across countries without losing sight of insights unique to each. Born in Canada and educated in the United States, she has been living and working in Europe for 20 years. Elizabeth regularly moderates in English and German.

Professional Experience.

Her professional experience – 6 years in market research on the client side followed by 15 years as an independent moderator – allows her to quickly come up to speed in complex interview topics and their underlying business implications.

Her extensive experience enables her to think quickly on her feet, and adapt to unexpected situations and responses. This, paired with genuine respect and empathy for respondents, enables Elizabeth gain honest and insightful respondent feedback.

Passion for the “tough stuff”.

After working in the IT industry for Lexmark, Apple and Intel, Elizabeth launched her moderating career with B2B software and hardware studies. She then quickly branched into B2B financial services and Healthcare studies – which require coming up to speed quickly on complex specialist topics. She also enjoys consumer studies with unique or challenging methodologies and analysis, including ethnography and on-line tools, covering all stages of product development and marketing.

Cross-industry experience

Elizabeth has moderated studies covering a wide breadth of industries and topics. Please see the detailed list of topics on the following page.

In Healthcare, Elizabeth has conducted studies across a wide range of pharma and medical topics, including dozens of studies regarding diabetes: With patients and healthcare professionals concerning initiating insulin therapy, insulin dosing, insulin pumps and blood glucose monitoring. Additional areas of expertise include dentistry/orthodontics and auto-immune diseases.

In IT, she has covered studies with consumer and corporate IT target audiences on topics ranging from PC and Server hardware and software, business applications and services. She has been involved with exciting developments the Internet and Online industries practically from day one, and looks forward to what the future will bring!

In B2B, she has interviewed employees and managers of small, medium and large enterprises on topics including online information services, professional services (financial and legal), purchase process and industry-specific topics such as tourism, home automation and power tools.

She has strong experience in usability research –from medical devices to websites to Apps.

Not to forget consumer research – where Elizabeth has extensive experience in health and beauty, pet care, clothing, retail shopping... and many other topics.

Experience by industry / topic

<p>Healthcare</p> <p>Areas of Specialty (multiple studies)</p> <p>Diabetes:</p> <ul style="list-style-type: none"> ▪ Blood Glucose Monitors ▪ Bolus wizards ▪ CGM (Continuous Glucose Monitoring) ▪ Insulin delivery & dosing ▪ Patient segmentation ▪ Treatment of adults & children ▪ Interviews with GPs, Endocrinologists, Diabetes Specialist Nurses and Patients <p>Dentistry / Orthodontics:</p> <ul style="list-style-type: none"> ▪ Adhesives ▪ Braces ▪ Crowns ▪ Fluoride ▪ Implants ▪ Prophylactics <p>Usability:</p> <ul style="list-style-type: none"> ▪ Medical devices ▪ Interfaces ▪ Apps / Websites for patients ▪ Instructions 	<p>Healthcare</p> <p>Additional Topics / Disease States</p> <ul style="list-style-type: none"> ▪ Antibiotics ▪ Autoimmune diseases (e.g. rheumatoid arthritis, scleroderma, ulcerative colitis) ▪ BPH ▪ Cancer ▪ Cardiac disease ▪ Chronic Pain ▪ Clinical Nutrition ▪ Cosmetic Surgery ▪ Dermatitis ▪ Dry Eyes ▪ Erectile dysfunction ▪ Flu vaccines ▪ Hemophilia ▪ Hepatitis C ▪ HIV ▪ Incontinence ▪ Infusions ▪ Irritable Bowel ▪ Multiple Sclerosis ▪ Obesity ▪ Osteoporosis ▪ Skin Tags ▪ Sleep disorders ▪ Stents ▪ Surgery ▪ Surgical Microscopes ▪ Tele-health 	<p>IT & Online Services</p> <ul style="list-style-type: none"> ▪ Apps – usability, online stores ▪ Device usability ▪ Features & functionality of PCs, laptops, tablets, smartphones ▪ Online communications – chat, messaging, e-mail, blogging ▪ Search ▪ Social Networking ▪ Website usability testing ▪ Business intelligence software ▪ Desktop productivity software ▪ IT Decision-Makers: Servers, PCs (requirements, purchasing) ▪ Printers (inkjet, laser) <p>B2B, (FM)CG</p> <ul style="list-style-type: none"> ▪ Automotive, mobility ▪ B2B partner programs ▪ Construction sites & tools ▪ Dog & cat food ▪ Feminine hygiene ▪ Golf course maintenance ▪ Home automation & entertainment ▪ Professional services ▪ Tourism ▪ Shopper loyalty programs ▪ Retail fashion, shopping <p>Care & Beauty</p> <ul style="list-style-type: none"> ▪ Hair & skin care ▪ Luxury cosmetics, fragrance ▪ Oral hygiene
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