

## Curriculum Vitae Annelies Jansen

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### Professional / Research Experience

- 2009 – 2015: Research director at Ferro Explore! Co-owner since 2015
- 2001 - 2009: Qualitative researcher at Ferro Explore!

### Education

- Master of Science: Work and Organisational Psychology
- Cognitive Edge accredited

### Specific Strengths

- Highly experienced qualitative researcher
- Broad experience: communication research, research into editorial formulas, packaging research, exploratory research, core messages
- By virtue of her extensive experience she is capable of quickly providing valuable feedback
- Her talents in fieldwork as well as reporting and advising are natural givens, as well as her skill in stripping down seemingly complex problems to their core

