

## Curriculum Vitae Frank de Clercq

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### Professional / Research Experience

- 2001 – today: Research director at Ferro Explore!
- 1988-2001: Qualitative researcher at PQR

### Education

- Master of Science: Developmental Psychology

### Brief summary

- Highly experienced qualitative researcher
- Broad experience: communication research, research into editorial formulas, packaging research, exploratory research
- By virtue of his extensive experience he is capable of quickly providing valuable feedback
- Frank is excellent in fieldwork. His use of Rogerian psychology allows him to delve deeper into those he interviews. This allows you, the client, to get closer to what really matters.

