

Curriculum Vitae Jochum Stienstra

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Professional / Research Experience

- 1998 – today: (Co-)owner and research director of Ferro Explore!
- 1989 - 1999: Qualitative researcher at Ferro Explore!

Education

- Master of Arts: Dutch Language and Literature
- Market Research A B
- Cognitive Edge accredited

Specific strengths

- 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
- Jochum's strength lies in exploratory research and in obtaining fundamental insights.

