

TANYA LIPSHEN

📍 Amsterdam, Netherlands

☎ +31 6 4575 6090

✉ tanya.lipshen@gmail.com

SENIOR RESEARCH CONSULTANT

- ✓ Senior Research Consultant leveraging 20 years research experience managing diverse and complex (international) projects in sectors including: telecommunications, social, health, tourism, trade and industry, food and beverage.
- ✓ Solid understanding and experience of both client-side and agency requirements.
- ✓ Experienced in deep dive analysis, generating actionable insights and delivering reliable results to stakeholders at all levels to support confident strategic decision making.
- ✓ Known for scrupulous attention to detail and acknowledged for being highly motivated, fast and efficient.
- ✓ A native English speaker who can ensure documents written in English are flawless.

Strengths

Cost reduction - drove a 30% reduction in quantitative spend and eliminated additional analysis costs by introducing SPSS for faster analysis and an internal online survey tool that enabled the entire process to be conducted in-house.

Experienced smart questionnaire writer - developed an extensive future proof modularized questionnaire that exceeded expectations, kept people's attention and had lower dropout rates than anticipated; used across company to track product quality and trends for product development.

Highly efficient & self-motivated - picked up the gauntlet and led all research requirements in an unfamiliar industry when 2 senior research managers left. Managed up to 27 projects simultaneously, single handedly.

Qualitative Research
Quantitative Research
Usability Research
Project Management
Clear Communicator
Analytical & Articulate
Logical, Focused & Methodical
Attention to Detail
Solution Oriented
Teamwork & Building Relationships

PROFESSIONAL EXPERIENCE

SENIOR RESEARCH MANAGER – LIBERTY GLOBAL, Schiphol Rijk, Netherlands

Dec 2005–Oct 2019

Spearheaded building multi-country customer insight across 12 countries, streamlining processes and reducing costs. Promoted twice in 1.5 years to research manager and then senior research manager.

- **Managed all aspects of customer research** from idea generation and concept development, through proposition finalization (including pricing, packaging and communication), customer pinpoint evaluations to NPS tracking and monitoring market changes.
- **Evaluated market sizing and changes in market penetration** before initiating new product development; carried out usability research on products, final testing prior to launch, and post launch monitoring.
- **Conducted on-line surveys in-house and managed agency commissioned research**; interpreted insights, developed actionable plans, delivered board presentations and consulted on business strategies.

Key Projects:

- **NPS (internal and competitor tracking)** – wrote specifications for and set up NPS internal survey that covered rNPS, tNPS and pNPS, as well as competitor rNPS and pNPS across all affiliates. Integrated text analytics and in-built statistical analysis to add depth to open questions and aid priority setting and factor analysis.
- **Order flow evaluation** – undertook numerous qualitative and quantitative projects to optimize order flow (website and TV On Demand) and analyzed results to enable quantifying and prioritizing of improvements.
- **Quality enhancement** – identified serious on-going quality issues with TV and WiFi from NPS tracker. Set up extensive multi-country research to clarify challenges and pinpoint factors affecting product quality and develop insights into market trends not identified using secondary research reports.
- **Web satisfaction** - designed, programmed, implemented and provided on-going analysis and monthly reports of website satisfaction measurements and key performance indicators, including cross country comparisons, tracking over time and developing visitor profiles. Implemented recommendations reflecting customer feedback.
- **OFTS (Operational field trials)** – implemented standardized, end to end, consumer testing for all new products and features prior to launch to inform Go/No Go decision; 3+ surveys distributed for all OFTs to capture benchmark information, out of box experience, installation (guides), customer contacts, billing and product CSAT and NPS.
- **Pricing and proposition conjoint studies** – carried out multi country conjoint analysis studies to find optimal product offering and prices, enabling tailoring to country relevant factors. Demonstrated the importance factors and associated market effects which was invaluable in translating the concrete, financial value of listening to customers.
- **Brand & Campaign Tracker** – set up and ran multi country brand campaign tracker that included brand positioning evaluation and a brand equity model spanning all customer interactions and related effects on brand perceptions.
- **Reputation research** – conducted subtle, sensitive research, including a range of projective techniques (e.g. personification, cartoon completion, 3rd party suggestions) to improve stand-out and reputation in a clustered market. Analyzed projective tasks to identify several subtler differences with competitors to strengthen corporate identity in communications and increase stand out.

TANYA LIPSHEN

📍 Amsterdam, Netherlands

☎ +31 6 4575 6090

✉ tanya.lipshen@gmail.com

ADMINISTRATIVE ASSISTANT - EUROPOL, The Hague, Netherlands Aug 2003–Dec 2005

Accountable for efficient running of all on-going tasks assigned to the Organised Crime Groups Unit.

- Coordinated preparation and organization of high-level meetings and seminars.
- Ensured **accuracy of documents and reports** released from Organised Crime Department.
- Liaised with EU member states representatives, representatives from other EU institutions and relevant UN agencies.

SENIOR RESEARCH MANAGER - COI (Government Department), London, UK Jan 2001–Jun 2003

Managed planning, developing and reporting on communications and communications strategy research conducted across dedicated government departments. 400 employees. Team of 20. Budget of £1million. Promoted after one year.

- **Managed up to 27 projects at a time** including all aspects of the 'I couldn't. Could you' Police Recruitment campaign that won many advertising awards with almost 100% spontaneous and prompted recognition.
- **Managed damage limitation exercise** following newspaper headline, 'NHS Direct killed my baby' - PR activity and the distribution of extra promotional material and Department of Health press releases - ensuring communications strategy was re-weighted and corporate image and attributes carefully monitored to regain trust and credibility.
- Supported British Tourist Authority with **launch of major advertising campaign** to counteract the decline in overseas tourism; led research to evaluate its success including concept testing to finalise creative material and quantitative pre-post testing in the US, France and Germany.
- **Led research and testing of National Blood Service (NBS) advertising campaign** to inform public of possible risk of vCJD ('mad cows' disease') spread through blood transfusions; warning public of risks without causing widespread panic and avoiding damage to reputation of the NBS. Research findings led to a significantly improved communications campaign.
- **Spearheaded brand development and tracking of new health service** (NHS Direct) working alongside nurses, GPs, and healthcare strategists to translate/explain the complex and wide-reaching service and its benefits clearly and concisely.
- **Conducted psychological and linguistic research** to identify factors affecting blood donor loyalty; led to production of new publications and customer service guidelines fed through Internal Communications system.
- **Developed and evaluated '5 a day' advertising campaign** to encourage healthy eating with high profile celebrity endorsement between campaign bursts.
- Carried out **bi-monthly analysis of consumer insight data** to provide clear direction to strategic plans, set priority areas and initiate successful operational and communication strategies (Home Office).

Cabin Crew - BMI BRITISH MIDLAND, London, UK May 2000–Dec 2000

Providing high level customer service to passengers.

RESEARCH EXECUTIVE - ASE LONDON (European branch of Audits & Surveys Worldwide), London, UK Sept 1998–May 2000

Responsible for the Coca Cola and Burger King account.

- **Managed large multi-country (EMEA) continuous brand tracking project** that reduced turnaround times and improved consistency and accuracy across 15 countries (Coca Cola).
- Planned, conducted and **analyzed customer responses** in two rounds of taste tests for possible new soft drinks.
- Conducted **positioning research** around the fast food industry and its players.
- Carried out **qualitative research** to better understand brand positioning of British Steel (B2B)

EDUCATION

BA (Hons) – Combined Honours in Psychology and French

1993–1997

University of Liverpool

ADDITIONAL INFORMATION

Memberships: Member of Market Research Society

Languages: **English** – Native Speaker **French** – Fluent **Dutch** – intermediate **Spanish** – intermediate

Technical skills: Microsoft Office Suite, SPSS, Survey Programming

Interests: Traveling, Sport (swimming, running and skiing)

Valid driving license