

Moderator Bio

Chitra van den Boom

After studying Clinical Psychology and Philosophy at the Erasmus University in Rotterdam, Chitra worked in Data Science before starting as a Research Executive at SKIM. During her time as a data analyst and consultant, she discovered the vast possibilities of Big Data and learned how to extract and implement insights from large data sources. However, missing the human link in both her daily activities and the data, Chitra felt qualitative research would be a much better fit.

At SKIM she started coordinating and executing qualitative research projects, from proposals and recruitment to full reports including impactful insights. With the conversational skills acquired during her studies, becoming a moderator was a logical next step. Uncovering the real question behind the question and true reason behind human behavior drives her.



Being a former board member at an organization that promotes cultural diversity has furthered her ability to empathize with others. This makes Chitra a compassionate moderator who, also being a psychologist with strong analytical skills, is able to challenge others in conversation. She can collaborate well with clients and different stakeholders to define the research methods that are required to ensure the best outcome. Chitra loves to dive into complex topics and with her structured way of working and ability to create overview, she will come up with the details that make the difference in answering your business questions.

Healthcare market

Since joining SKIM, Chitra has been involved with different areas of research such as oncology, respiratory diseases, neurology, rheumatology and cardiology.

Chitra has worked with different target groups, including:

- Patients and caregivers
- Nurses
- Physicians such as infectiologists, pulmonologists, oncologists, neurologists and GPs.