

Moderator Bio

Jeroen van den Hoven, MSc

After his studies Marketing Management at the Erasmus University Rotterdam, Jeroen started at SKIM in 2011 as Research Manager for the Fieldwork and Healthcare Netherlands division.

Since the early beginning, he has been working on both qualitative and quantitative national and international market research projects for both the business-to-business and consumer as well as the healthcare market.



Projects moderated include market exploration, patient/customer journeys, lifestyle experiences (ethnography), positioning and concept testing. Jeroen has gained experience with (Web-) TDI's, IDI's, Duo's, Triads, Focus Groups (both online as on a Central Location) and Online Bulletin Boards.

Business to business and Consumer markets

As product ranges within the consumer markets vary enormously, Jeroen found himself shopping with consumers in order to get an impression of their buying behavior when buying cheese or visited them at home to witness a demonstration of their microwave placement and usage. Other consumer products Jeroen gained experience with include for example: butter, tobacco, washing machines and refrigerators. In his projects for the B2B market, Jeroen spoke to decision makers on the purchasing behavior of their telecom packages (internet and telephone packages), private banking accounts and insurance services.

Healthcare market

Since the early start, Jeroen has worked on projects in the areas of Oncology, Respiratory Diseases (Asthma & COPD), ADHD, Diabetes, Hypertension, Schizophrenia, Parkinson's disease, Transplantation Surgery, Urology, Rheumatology, Gastroenterology, Dermatology, Ophthalmology, Multiple Sclerosis, HIV and Neurology. He also gained extensive experience in the areas of Oral Medical Nutrition and Medical Devices.

Projects moderated include treatment pathways, concept, device and ad testing, market exploration, positioning and patient studies. Medical target groups he has worked with include almost all types of Physicians (including GP's), Nurses, Dieticians, Patients, KOLs, Pharmacists and Payers.

Jeroen has a particular interest in conducting full scope research for sensitive, smaller disease areas, such as PKU, in which patients, specialist nurses and Specialists are included. Jeroen enjoys the flexibility of working in both markets as this fuels his development and allows him to more effectively suggest alternative qualitative strategies to get the answers you need. Together with his marketing background, strong analytical skills, flexible attitude and enthusiasm, Jeroen is considered to be a professional person to work with.