

## Contact

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## Top Skills

Consumer Behavior  
Consumer Insights  
Marketing Research

## Languages

Dutch  
English

# Jolanda Luijendijk

Insight Manager Milks Benelux at Nutricia Early Life Nutrition  
Rotterdam Area, Netherlands

## Experience

Danone Nutricia Early Life Nutrition  
Insight Manager Milks Benelux  
October 2015 - Present

MetrixLab  
10 years 4 months

Research Director Product Innovation  
January 2010 - September 2015 (5 years 9 months)

Manage a team of (junior) research managers (coaching, training, project planning), research lead on several marketing research projects (Shopper Research, Pack Testing & Shelf Optimisation, U&A/Segmentation, Concept & Product Testing)

(Senior) Research Manager Product Innovation  
June 2005 - December 2009 (4 years 7 months)

Set up, manage and execute quantitative and qualitative research projects within FMCG, design research set up and questionnaires, data analyses, report & present research results

Aiwa Marketing Of Europe B.V.  
Junior Product Manager  
April 2004 - December 2004 (9 months)  
Rotterdam Area, Netherlands

Execute market, price and competitor analyses, create product presentations, process budget and revenue data, general support of Marketing Manager

Advance Foodservices  
Junior Researcher  
January 2003 - March 2004 (1 year 3 months)  
Rotterdam Area, Netherlands

Execute research, field work, market analyses and product testing within the food sector

## Education

Erasmus University Rotterdam

Master of Science (MSc), Marketing · (1996 - 2003)

Sint-Laurenscollege Rotterdam

VWO · (1990 - 1996)