

# Isabelle Gorrell

## PROFESSIONAL EXPERIENCE

- **22 years' experience** in qualitative market research as a freelancer for a large number of companies: Synovate, Ipsos, Fieldwork International, Consumed, Medefield, MV2 Group, EFG International, GFK, CSA, Harris,A+A, Ad'Hoc Research, etc...
  - **Moderation of interviews** (face-to-face, telephone, Skype), focus groups (facility-based and online), and online communities
  - **Analysis** (top lines and full reports)
  - **Audiovisual services** (filming and video editing)

## RESPONDENT TYPE EXPERIENCE

- Experience in **all types of targets**:
  - Patients
  - GPs - Specialists
  - KOLs, Stakeholders / Payors, Hospital Finance Directors
  - Pharmacists (Hospital & Retail)
  - Nursing staff, Nutritionists, Dentists, Vets, Microbiologists

## RESEARCH TYPES & TECHNIQUES

- Ethnographic studies (eg. observation of patients at their home or pharmacists at their work place)
- **Expertise in many different types of research and techniques**: exploratory & projective, directive & non directive, message testing, product positioning & testing, detail aid development & testing, concept testing, product profile, ad testing, packaging research, etc...



## MEDICAL FIELD EXPERIENCE

- **Therapy areas:**

- **Endocrinology** (Type I & Type II diabetes, diabetic nephropathy, obesity)
- **Cardiology** (heart failure, acute coronary syndrome, atrial fibrillation, cardiovascular risk factors, hypertension)
- **Oncology** (breast, lung, colon, liver, skin cancer, cancer prevention, stoma care products, BTcP)
- **Infectiology** (HIV, HVB, HVC, vaccines)
- **Rhumatology** (gout, rheumatoid arthritis, osteoporosis)
- **Urology** (incontinence, erectile failure)
- **Hematology** (T-cell lymphoma, multiple myeloma)
- **Otolaryngology** (otitis, allergic rhinitis)
- **Gynaecology** (contraception, menopause, urinary tract infections, prenatal vitamin supplementation)
- **Ophthalmology** (ARMD)
- **Dermatology** (acne, herpes zoster, lupus, psoriasis, sarcoma)
- **Paediatrics** (nose health in infants)
- **Pneumology** (asthma)
- **Allergology** (food allergies)
- **Microbiology**

## LANGUAGES SPOKEN

- **5 languages:**
  - **French** (native speaker)
  - **English** (Franco-American nationality)
  - **German** (fluent)
  - **Italian** (fluent)
  - **Spanish** (fluent)

## LOCATION

- **Based in Paris**
- Covers both France and foreign countries

## KEY ASSETS

- **Operational in 5 languages**
- **Mobile** throughout Europe and America
- **Multicultural background**
- Efficient, enthusiastic, creative, proactive, easy to work with, congenial