

Isabelle SALAÜN-GORRELL

Franco-American Consultant

International Market Research in 5 languages

Moderator, Analyst and Translator

(English, French, German, Spanish and Italian)

Based in Paris

Missions in France and abroad

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Experience

► Qualitative Market Research (1999-2021)

▪ Moderation

↳ 1,800 BtoB and BtoC interviews (face-to-face, by telephone, on Skype)

↳ 200 facility-based focus groups and online communities

▪ Analysis

↳ 120 analytical reports

▪ Translation

↳ 300 translated documents (transcripts, questionnaires, discussion guides, reports)

↳ For over 50 market research agencies in France and abroad

↳ In various sectors, and in particular :

- *Industry & Services (Energy, Automotive, Construction, Insurance & Banking, Telecom, etc.)*

- *Healthcare (Oncology, endocrinology, cardiology, dermatology, rheumatology, etc.)*

- *Consumer Goods (Beauty, food, household appliances, tech, etc.)*

- *Luxury Goods (Cosmetics and fragrances)*

↳ With very varied targets :

- *Business leaders and company executives*

- *Professionals in the manufacturing industry and in the services sector*

- *Healthcare professionals (general practitioners, specialists, pharmacists, patients, etc.)*

- *Experts*

- *Consumers, customers, users, internauts, etc.*

► Audiovisual services since 2011

↳ Conception, making and delivering of over 400 videos

↳ Filming, video editing, voice off/over, subtitling

► Language Teaching / Training (1981 - 2011)

↳ In France

- English and German teacher, developer of tests and exams in business French, member of the examination jury - in high schools, business schools and at a school of communication studies

- Instructor/trainer to company executives – in English, German, Spanish and Italian

École Franco-Allemande de Commerce et d'Industrie - Paris

Chambre de Commerce et d'Industrie de Paris (CCIP)

School of European Languages - Courbevoie

École Européenne des Affaires (ESCP-EAP) – Paris

EFAP Image & Médias – Paris

Education Nationale

In the US

- German and French teacher - at college/university level
- Coach of Eurodisney executives - focus on French language and culture

Rollins College, FL, USA

University of Central Florida, FL, US

Walt Disney World Company, FL. USA

Education

Spanish Major (DEUG d'Espagnol), « magna cum laude », Rollins College, FL, USA
Diploma of the Italian, German and British Chambers of Commerce, with Honors, Lyon, France

Bachelor's degree in English/German, Lyon II University, France

CAPES d'allemand (Secondary School Teacher's Certificate), Paris X University

Ecole Normale Supérieure de St Cloud

Master's Degree in German, « magna cum laude », Paris X University

Publications (Textbooks in German and French)

Weiter! John Wiley & Sons, New York, 1994

Weiter! Lesen, Reden und Schreiben, John Wiley & Sons, New York, 1994

Weiter! Arbeitsheft, John Wiley & Sons, New York, 1994

Tête-à-Tête, Heinle & Heinle, Boston, 1992

Conversation in French, Heinle & Heinle, Boston, 1989