



Pascale Govers

Passionate Insights Professional and Result-Oriented Manager

CONTACT

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PERSONAL PROFILE

I have extensive experience in CMI working at different international companies. A strong methodological background combined with an excellent understanding of marketing and strategy. A result-oriented manager with good communication and coaching skills.

Research is in my nature, I love figuring things out and I am good at it. I take a lot of pride and satisfaction in using this expertise to help companies, lead teams and projects in order to support grounded decision making as well as shaping business strategy.

Since 2012, I am successfully running my own business as an independent CI professional and working for top tier companies. I can adapt to different kind of settings and connect effectively to colleagues and stakeholders. Recently I opened my prospect to a permanent job.

EXPERIENCE



Global CMI Business Partner – Refreshment (IC) a.i.

Unilever Rdam HQ | 02-2019 to 06-2019

- CMI business partner for IH IC teams and director, challenging and feeding marketing decision making with consumer insight.
- Heading EU CMI Ice Cream: budget responsible EU IC CMI.
- Representing CMI in cross-functional management meetings.
- Leading strategic international and ad-hoc research projects in cooperation with other CMI functions (local CMI, HIVE, CoE's)
- Brand performance reporting and analysis

Global CMI Business Partner - Foods a.i.

Unilever Rdam HQ | 08-2018 to 01-2019

- CMI business partner to the EU Marketing Foods (Knorr) team and HtE director.
- Shaping EU marketing strategy for Savoury with consumer and market insights & trends
- Working with marketing and CMI leads to (re-)define Knorr's global brand architecture across categories and countries to make it better fit for the future

EDUCATION



Ph.D. in Consumer Behavior

Delft University of Technology
1998 - 2003

Industrial Design Engineering, SPD

- Dissertation: 'Product Personality'
- Published several scientific papers
- Presented at international conferences



M.Sc. in Psychology

'Met Genoegen'

Tilburg University
1993 - 1998

Economic Psychology

- Thesis 'Rages als sociaal verschijnsel'
- Awarded "best annual graduation project in psychology"
- Internship at JVH Gaming

Training

Great Communicators
Spreken met Impact (2017)

Horizon training & Development
Effective Personal Functioning (2007)
Practical Project Leadership (2006)

GITP
Effective Influencing (2006)

Personal Coaching

OndernemenPlus (2015)
Psychologie Pijnacker (2012)

Global CMI Lead Innovation - Refreshment a.i.

Unilever Rdam HQ | 10-2017 to 07-2018

- Heading team of Global and EU CMI Innovation managers within Refreshment division.
- Responsible to land the new LEAN CMI thinking within Refreshment, proposing new tools and techniques (e.g. AI powered, totally web-based, online etc.) as well as leading more traditional global innovation research projects for brands such as Magnum, Carte D'Or (Hertog), Wall's (OLA), Lipton, PG Tips etc.

Freelance research coach and lecturer

Delft University of Technology | 05-2012 to 07-2018

- Chairing and mentoring MSc graduation projects
- Teaching and coaching on Consumer Research.

Business Insights Manager region Northern Europe a.i

PPG Architectural Coatings EMEA | 10-2016 to 05-2017

- Part of Marketing Management Team
- Leading Consumer Intelligence in region Northern Europe, responsible for both consumer and business insights for the retail (e.g. Histor, Rambo) and professional (e.g. Sigma) coating brands

Research Consultant a.i

Bouwend Nederland | 07-2016 to 09-2016

- Consultant to the board on professional, futureproof client satisfaction measurement and client information centricity

External CMI Consultant

Heineken Nederland | 05-2016 to 10-2016

- Managing and coaching CMI and Innovation managers (5FTE) to further develop the CMI competence of the team.

Sr. CMI Manager a.i

Heineken Nederland | 09-2015 to 04-2016

- Marketing lead for "How Brands Grow" (Byron Sharp)
- CMI business partner for non-lager categories: Cider (e.g. Jillz, Apple Bandit), Radler (Amstel, Wieckse) and Specialty beers (e.g. Wieckse, Desperados, Affligem).

Business Insights Manager a.i

PPG Architectural Coatings EMEA | 01-2015 to 07-2015

- Responsible for Business and Consumer Intelligence in GER and BENELUX for the consumer (e.g. Histor, Rambo) and professional (e.g. Sigma) brands.

Assistant Research Director a.i.

Ipsos Nederland | 09-2014 to 12-2014

- Managing the quantitative research account for Nutricia/Danone Benelux.

HOBBIES & INTERESTS



Global S&I Manager Red House a.i.

Danone HQ | 07-2014 to 09-2014

- Strategy and Insight Manager for toddler nutrition, mainly leading cross-country concepttest for Mellin brand.

External Project & Research Manager Soups

Unilever Benelux | 02-2014 to 06-2014

- Managing, setting-up and coordinating shopper insight study for soup category.

Sr. CI Manager Beauty & Skincare a.i.

Philips Consumer Lifestyle HQ | 04-2013 to 11-2013

- Leading and managing global CMI projects for the 'Female Depilation' and 'Beauty' department.
- Responsible to re-align consumer focus for Beauty team
- Defining and aligning annual plan and CMI budget (budget responsible).

Global Innovation & Insight Manager a.i.

Danone HQ | 08-2012 to 02-2013

- Responsible for Consumer Insights within the International Marketing Innovation team, working on Early Life Nutrition (e.g. Nutrilon, Aptamil)
- Leading and coordinating research for big disruptive innovation project, being part of the interdisciplinary project team.

Client Director NPD and Innovation Research

MetrixLab | 01-2009 to 12-2011

- Managing my own client portfolio, accountable for about 1M Euro sales.
- Leading a great variety of national and international research projects for diversity of clients (ao Nestlé, Holland Casino, Heineken, Rabobank, Unilever etc.).
- Managing a very large multi-country, multi-category U&A – leading a team of 5 research managers. Managing internal and external stake-holders.

CMI Manager

Heineken Nederland | 08-2005 to 12-2008

- Responsible for Consumer and Marketing Insights for Heineken®, Brand® & Specialities and all innovations. Articulating the voice of the customer and providing marketing with (unsolicited) advice
- CMI business partner in the core team developing and launching Jillz. Responsible for all consumer research regarding the development and introduction of Jillz; from the first market explorations of a gurilla project, to concept development and being the most strategic introduction in 2008.
- Responsible for putting the continuous brand tracker (U&A) back on track, safeguarding overall quality as well as making it more actionable.

Assistant Professor

Nyenrode University | 01-2004 to 07-2005

- Headteacher for the courses 'Research Methodology' and 'Multivariate Data-analysis'. Responsible for overall content, lecturing, mentoring and examination of these courses in the Master program (full- and parttime) as well as in several (executive) MBA programs.