

## **Eva Kulla**

Eva is a Senior Project Manager and the Division Team Coordinator at the Healthcare Division Europe of SKIM Group – based at their HQ in Rotterdam, The Netherlands. She joined SKIM in 2006, having started her career in market research with the German market research company – Konzept & Analyse AG. She has a number of years of experience in market research, managing a wide variety of pre and post launch market research projects for clients in the pharmaceutical and consumer health industry, as well as FMCG.

Since joining SKIM in 2006, Eva has expanded her extensive experience in advanced market research techniques for both qualitative and quantitative techniques into the healthcare industry.

Eva's core skill is in qualitative research and is an experienced moderator, face to face interviewer and facilitator for creative workshops. Eva is now a trainer with SKIM, training on various qualitative techniques, such as creative techniques, means-end-chain laddering and moderation.

Eva graduated as a Psychologist (MSc) at the Technical University Dresden/Germany and was a visiting student to the Universidad Autonoma de Madrid/Spain, where she focused on Business Psychology, Consumer Behaviour and Methods of Social Research.