

Linda Grosjean

Linda is Head of Business Analytics at F. Hoffmann-La Roche Ltd and is based at their global headquarters in Basel, Switzerland. She has been in this role since April 2004 and during this time has been instrumental in building a highly skilled business analytics team – working in strategic business partnership with colleagues in brand marketing teams and therefore making a significant difference to the business. Through her team, Linda has ensured that there is alignment across individual products, as well as disease biology area franchise teams throughout the company and the team adds value and insight on a daily basis. Prior to this role, Linda worked as the Business Analytics Manager, leading the team supporting the oncology franchise.

Before joining the pharmaceutical industry, Linda started her career in 1994 in pharmaceutical market research at FDM Pharma in Sophia Antipolis, France where she worked her way through the company until finally reaching Director level.

Linda was a founding member of Genactis in 1998. She holds a BSc in Chemistry with German and an MBA from the Institut Français de Gestion.

Orlando Wood

Orlando is Innovation Director at Brainjuicer plc based at their London offices in the UK.

Orlando joined BrainJuicer in 2005 after a long career at SGA/Research International. He is well-versed in quantitative research and modelling techniques that provide clients with insights as to which product ideas to pursue and which to bin. He has worked with many multinational blue chip clients in his career, which has spanned time in both the UK and France. His in-depth experience has gained him the reputation of being a trusted research advisor for every marketer and market researcher.

From ideas to proposition and communication testing, Orlando has been involved with many brand launches, which are now household names. His sector experience encompasses FMCG, drinks, luxury goods, durables, pharmaceuticals and financial sectors.

He has spoken at ESOMAR and at MRS conferences on measuring emotion and in 2007 his work won the ESOMAR Best New Methodology and ISBA Advertising Effectiveness Awards.