

► Isabelle SALAÜN-GORRELL

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Qualitative Market Research

Translation

Audiovisual Services

Teaching / Training

Franco-American nationality

Operational in 5 languages

(English, French, German, Spanish and Italian)

Skills

► **Market Research**

↳ *Qualitative market research in 5 languages*

- Moderation of Interviews (face-to-face, by Skype, by telephone)
- Moderation of facility-based discussion groups (in France and abroad)
- Moderation of web-based discussion groups (forums and bulletin boards)
- Top lines
- Full reports

↳ *Targets*

B-to-B and B-to-C, professionals and private individuals, key opinion leaders, experts, healthcare professionals, patients, consumers, buyers, users, etc ...

↳ *Main Sectors*

- Industry & Services, Consumer, Healthcare, High Technologies, Luxury

► **Translation**

↳ *In 5 languages*

- Translation of transcripts, discussion guides, questionnaires, reports

↳ *Main Sectors*

- Consumer, Industry & Services, Healthcare, High Technologies

Audiovisual Services

↳ **Video production**

- Photography, On-site Filming, video editing, post-production with/without royalty free music, captioning and subtitling, effects

↳ **Voice Off**

- Corporate films, documentary films, audio description, audioguides, voice over, ads

▶ **Language Teaching / Training**

↳ *In 5 languages*

- ↳ French educational system, American universities, business schools, in-company training

Experience

▶ **Qualitative Market Research (Moderation & Analysis) (1999 – 2019)**

↳ *Main direct clients*

Ad'Hoc Research, Adriant, Advise, AplusAresearch, Aviso Conseils, BVA, Cohésium, Consumed, CSA, DR Innovation, EFG Worldwide, Exafield, Fieldwork International Ltd, GfK Custom Research, Harris Interactive, Holden Pearmain, Ideas & Visions Germany, Ifop, Inter-View Partners, Ipsos Insight France, Ipsos Insight Suisse, Ipsos Média, Ipsos Mori, Ipsos Qualitative, Ipsos Santé, Ipsos Korea, Ipsos Understanding UnLtd, Millward Brown, MV2, Opinionway, Sega Marketing, Sky Consulting, Spa Future Thinking, Spatium, Sundance, Synovate Healthcare Germany, TNS Sofres, Trendinfluence, Update France, Vision Critical, WorldOne, WSA Strategir, etc...

↳ *Main final clients*

Consumer & Beauty Care: Procter & Gamble, Unilever, Heinz, Tempur, Nestlé, L'Oréal Luxe, Chanel, Yves Saint Laurent, Shiseido, etc...

Healthcare: Sanofi Aventis, Abbott, Novartis, Bayer, Merck, Boeringer Ingelheim, BMS, 3M, Coloplast Group, Labcatal, Wyeth Pharmaceuticals, etc...

Industry & Services: Samsung, LG Electronics, Hewlett Packard, Michelin, Unilever, Alcan, EDF, Bosch, Ariston Thermo Group, Siemens, Whirlpool, Land Rover, Mercedes, PSA, Renault, Nissan, Ford, Motorola, Sony, Lexmark, Crédit Agricole, HSBC, Visa Europe, BNPPLS, Adecco, Hager Group, etc...

▶ Translation (1999 – 2019)

↳ Main clients

A+A Research , Actéa Marketing, Audirep, BVA Système Trois, Cohésium, CSA, Ifop, Ipsos Insight Marketing, Mfr Stratégie, Millward Brown, Romance Alant Consultants, Synovate France, TNS Sofres Automotive, Victa Conseils, Véolia, Vision Critical, WSA Strategir, etc...

▶ Audiovisual Services (2011-2019)

↳ Design and Production of over 400 videos

↳ Voice off / Voice over training at Institut des Métiers du Doublage et de l'Audiovisuel (I.M.D.A.)

▶ Language Teaching / Training (1981 – 2011)

↳ Ecole Franco-Allemande de Commerce et d'Industrie - Paris (1993 – 2011)

- English teacher (BTS Commerce International – Advanced Studies in International Trade)

↳ Chambre de Commerce et d'Industrie de Paris (CCIP) (1999 – 2003)

- Developer of tests and exams in Business French

↳ School of European Languages - Courbevoie (1993 – 2002)

Language training for company executives (in English, German, Spanish and Italian)

↳ Ecole Européenne des Affaires (ESCP-EAP) - Paris (1993 – 2000)

- French teacher (MBA Program)

↳ Ecole Française des Attachés de Presse (EFAP Image & Médias) - Paris (1997-1999 et 2009-2010)

- English teacher
- Member of the examination jury

↳ Rollins College et University of Central Florida, USA (1987 – 1992)

- German and French teacher

↳ Walt Disney World Company, Fl. USA (1988 – 1989)

- Coach of Eurodisney executives : focus on French language/culture

↳ Education Nationale

- German teacher - certified by the French Educational System

Education

(1991) Spanish Major, « magna cum laude », Rollins College, FL, USA

(1985) Diploma of the Italian, German and British Chambers of Commerce, with Honors, Lyon, France

(1983) Bachelor's degree in English/German, Lyon II University, France

(1981) CAPES d'allemand (Secondary School Teacher's Certificate), Paris X University

(1980) Ecole Normale Supérieure de St Cloud

(1979) 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