



Press release

quantilope is beefing up its team of European experts

As part of its international growth strategy, quantilope is further expanding its team of experts for the Netherlands.

Hamburg, June 8, 2021 quantilope is enhancing its team of experts in Europe as part of its international expansion strategy. In May, quantilope welcomed Amanda van Haaster to the post of Senior Research Consultant. She joins Client Development Director Peter van Keulen on the list of quantilope expert hires with great familiarity with the Dutch market.

Amanda is an expert in the fields of shopper research, storytelling, and research process optimization. She has both client and agency experience, having worked for Unilever and GfK and most recently as Research Director for Ipsos NORM. At quantilope, she is part of the team that serves international enterprise clients.

“Our team members’ expertise of the Dutch market provides a strong tailwind for our insights automation platform expansion at an international level,” says Dr. Peter Aschmoneit, CEO and co-founder of quantilope.

The Netherlands is the home of a number of international brands, such as Unilever, Philips, and Heineken. At about 400 million euros of annual turnover, the Netherlands is Europe’s sixth-largest hub for market research.

quantilope was founded in 2014 and has experienced great success since. The leading insights automation provider is among Germany’s fastest-growing technology companies (Technology Fast 50/Deloitte, 2020). quantilope currently employs a total of around 200 people. Further hires are planned.

Photographic material



Amanda van Haaster, Senior Research Consultant, quantilope



Peter van Keulen, Client Development Director, quantilope

About quantilope

quantilope is an Agile Insights platform transforming the speed, complexity, and quality that hinders traditional market research. Our platform automates advanced research methodologies including Conjoint, MaxDiff, Implicit Association Tests, and more. Our platform is end-to-end, mapping the entire market research process from the research question to the questionnaire design, professional panel management, in-depth analysis, and data visualization. With quantilope, you save time, money, and resources by never having to work with multiple vendors and software systems on a single research project again.

Download / Links

Pictures and further information can be found on our website: <https://www.quantilope.com/en/press>

Press contact

Europe

quantilope GmbH
Aimée-Désirée Bauer
Charlottenstraße 26, 20257 Hamburg, GERMANY
Office +49 40 210 918 979
E-Mail aimee.bauer@quantilope.com