

Ask me about

AI Qualitative Research

Fast, Deep and Human

AI Powered

Innovation Strategy

Consumer inspiration, ideation, design, product
and sensory development



AI Powered

Brand Strategy

Exploring culture, consumer needs,
imagining new possibilities

NIQ's Global Qualitative Research and Creative Strategy Team

140 employees in 19 countries, with true global reach.

Joe Goyder

Global



Joey Doney

North America



Natasha Guimaraes

Latin America



Oliver Cartwright

W Europe



Zeina Faouri

EEMEA



Debanjana Kapoor

APAC



Ask me about

GLP-1

**FREE! 5 market AI qual study exploring
experience, motivations, impact**