

Isabelle SALAÜN-GORRELL

Franco-American Consultant

International Market Research in 5 languages

Moderator, Analyst and Translator

(English, French, German, Spanish and Italian)

Based in Paris

Missions in France and abroad

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Experience

▶ **Qualitative Market Research since 1999**

- **Moderation**
 - ↳ 1,800 BtoB and BtoC interviews (face-to-face, by telephone, on Skype)
 - ↳ 200 facility-based focus groups and online communities
 - **Analysis**
 - ↳ 120 analytical reports
 - **Translation**
 - ↳ 300 translated documents (transcripts, questionnaires, discussion guides, reports)
- ↳ For over 50 market research agencies in France and abroad
- ↳ In various sectors, and in particular :
- *Industry & Services (Energy, Automotive, Construction, Insurance & Banking, Telecom, etc.)*
 - *Healthcare (Oncology, endocrinology, cardiology, dermatology, rheumatology, etc.)*
 - *Consumer Goods (Beauty, food, household appliances, tech, etc.)*
 - *Luxury Goods (Cosmetics and fragrances)*
- ↳ With very varied targets :
- *Business leaders and company executives*
 - *Professionals in the manufacturing industry and in the services sector*
 - *Healthcare professionals (general practitioners, specialists, pharmacists, patients, etc.)*
 - *Experts*
 - *Consumers, customers, users, internavts, etc.*

▶ **Audiovisual services since 2011**

- ↳ Conception, making and delivering of over 400 videos
- ↳ Filming, video editing, voice off/over, subtitling

▶ **Language Teaching / Training (1981 - 2011)**

↳ ***In France***

- English and German teacher, developer of tests and exams in business French, member of the examination jury - in high schools, business schools and at a school

of communication studies

- Instructor/trainer to company executives – in English, German, Spanish and Italian

Ecole Franco-Allemande de Commerce et d'Industrie - Paris

Chambre de Commerce et d'Industrie de Paris (CCIP)

School of European Languages - Courbevoie

Ecole Européenne des Affaires (ESCP-EAP) – Paris

EFAP Image & Médias – Paris

Education Nationale

↳ *In the US*

- German and French teacher - at college/university level

- Coach of Eurodisney executives - focus on French language and culture

Rollins College, FL, USA

University of Central Florida, FL, US

Walt Disney World Company, FL, USA

Education

Spanish Major (DEUG d'Espagnol), « magna cum laude », Rollins College, FL, USA

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

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

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

Ecole Normale Supérieure de St Cloud

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