

C.V.

Petra Kemmerzell
Managing Partner

Position

Petra Kemmerzell (born in 1963) has been a project manager with MR&S since April 2000. In 2003, she became a Senior Partner. In August 2011 she was assigned to the Management Board.

Field of activity

The main research field of Petra Kemmerzell includes concept development, moderation and analysis of qualitative market research projects within the fields of image research, product research, concept and communication research and satisfaction research of any kind.

Her strengths: moderation and strategic client consultation.

In the quantitative market research Petra Kemmerzell focuses on the consultation of research methods in general and conjoint analysis in particular.

Management tasks: consistent development of the company's own creative execution and analysis tools (e.g. S.M.A.R.T., N.O.A.H., I.D.E.A.L. and F.A.C.T.) in the qualitative market research field as well as the continuous expansion of the international research of MR&S.

Sectors

Healthcare/Pharmaceutical: broad experience in diabetes, cardiology, chronic pain disorder, osteoporosis, rheumatism, Rheumatoid Arthritis schizophrenia, bipolar diseases, incontinence, erectile dysfunction, oncology, multiple sclerosis, infectious diseases and others.

ICT: focus on B2B research and experience in internet, VPN, VoIP, hardware and software applications and mobile communications.

Consumer research: support for clients from various industries in the fields of product and design development, communication, customer loyalty, advertising and marketing.

Career

Petra Kemmerzell completed nursing training and she worked in that profession for three years until 1989. Then she decided to study sociology at the Johann-Wolfgang-Goethe University in Frankfurt where she earned a degree in sociology in 1994. She majored in the fields of social psychology, ethno psychoanalysis, and methods of empirical social research.

After graduation she worked as a scientific employee for Media-Micro-Census (**MMC**), a 100% subsidiary of the consortium Media-Analyse e.V. (**ag.ma**). Petra Kemmerzell's fields of activity were research documentation, public relations, guidance of electronic media tranche (advertising media research for radio and television stations) and project management of internet research.

MR&S

Market Research & Services GmbH
Marktplatz 8
D- 61440 Oberursel

Phone: +49-(0)6171 – 20782 – 40
Fax: +49-(0)6171 – 20782 – 60

E-Mail: info@mr-s.com
Website: www.mr-s.com

Contact:

Petra Kemmerzell
Managing Partner

MR&S GmbH
Marktplatz 8
D- 61440 Oberursel

Phone: +49-(0)6171 – 20782 – 42
Fax: +49-(0)6171 – 20782 – 60

E-Mail: p.kemmerzell@mr-s.com