



**Naether Marktforschung GmbH**

*Research & Consultancy*

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## Curriculum Vitae - Frank-Thomas Naether

### Personal data

- Born 06. March 1963 in Hamburg/Germany; married, 5 children
- Studies in Social History and German Literature in Hamburg (with the degree of a Magister Artium)
- Fluent in English and Italian



### Professional background

- 1979-1986 Working in market research as an interviewer in several research agencies.
- 1987-1993 Research consultant for various qualitative market research agencies.
- 1993 Foundation of NAETHER MARKTFORSCHUNG GMBH in Hamburg in June 1993.  
Frank-Thomas Naether is owner (100%) and Managing Director of the company, which has conducted nearly 1.400 qualitative studies since then.

### Expertise

Conduction of more than 5.000 group discussions in the last 30 years ranging from consumer groups to expert workshops and qualitative online research.

I have gained expertise in all kinds of markets and types of research over the years (see below).

For more information please have a look on my website at: [naether.de](http://naether.de)

## **Methodologies**

- Group discussions, Mini-groups, Triads - Creative workshops and clinics
- Individual depth interviews, Paired-depth-interviews
- Ethnographic studies
- Qualitative Online Research

## **Survey types**

- Advertising tests, Advertising media research
- Concept tests, Creative concept development
- New product development
- Product tests, copy tests, packaging tests
- Design and handling studies
- Image and positioning studies
- Editorial media research
- Trend & lifestyle surveys
- Ethno research
- Website evaluations ('usability tests')
- B-to-B: Expert/Opinion leader surveys

## **Markets** (and excerpt of client references)

- Lifestyle and Leisure (Disney, Nike, IKEA, IHG, Australian Tourist Board, Scottish Tourist Board)
- Technology and Telecommunication (Google, Apple, Philips, Vodafone, eBay, HP)
- Media and Publishing (Disney, MTV, BBC, CNBC, Viacom, Axel-Springer Verlag)
- Automotive and Transport (Porsche, Jaguar, Harley Davidson, United Airlines, BA, Piaggio)
- Banks and Insurance (Deutsche Bank, Citibank, UBS)
- Food and Drink (Unilever, Kraft, Coca Cola, Mars, Moet Chandon, Danone)
- Body Care and Hygiene (Garnier, L'Oreal, Beiersdorf, Gillette)
- Household products (Electrolux, AEG, Kenwood, Bosch)
- Fashion (Chanel, Camel Collection, Lee)
- Organisations and Associations (Greenpeace, FIFA, NFL)
- Medical & Pharma (Sirona, Novartis, Janssen Cilag, GSK)
- Hygiene (SCA, TENA, BDF, P&G)

Hamburg, July 2017