

Ina Stølen

NORWEGIAN MODERATOR

PROFIL

Ina has 20 years experience as a moderator. Having conducted thousands of groups, depth interviews, dyads and ethnographical interviews she has experience and knowledge of most categories. Ina is known for creating a trustful interaction, ease of conversation and deliver insightful reports.



EXPERIENCE

FOUNDER AND MANAGING DIRECTOR - BRANDITY 2006-TODAY

Ina founded Brandity in Norway, her own company which she still runs. Brandity is a consultancy helping brands grow through deep insight. Ina has throughout her career done research for FMCG, automotive industry (EV included), bank, finance and insurance, tourism, culture, maritime industry, real-estate, media, pharmaceuticals, education, retail and more.

MODERATOR AND PROJECT MANAGER - ARKEMA BRAND - 2001-2005

Ina started her career in research at Arkema Brands in Paris in 2001. She was trained as a moderator, and as a global project manager for qualitative projects for brands such as Barilla, B&O, L'Oréal, and LEGO.

EDUCATION

MBA, Brand Management, Norwegian School of Economics, 2005

BA with Honors, International Corporate Communications, American University of Paris, 2001

LANGUAGES

Native proficiency in Norwegian, full Professional Proficiency in English and Nordic languages, and Working Proficiency in French and Italian.

DELIVERABLES

Ina can run projects from A-Z, from debrief to full report, or parts. She can translate guides and screeners to Norwegian, conduct interviews in Norwegian, deliver reports or top lines in English and present findings and more.

Don't hesitate to get in touch if you have any queries.

