



haystack NV (previously known as Rogil) is a Leuven based market research and consultancy agency, with offices in Brussels, Amsterdam and Dubai. The company has 45 employees in different countries, with Unilever, P&G, Nestlé, Alpro & Heineken, etc as reference clients. We have a worldwide activity via a network of partners. The main areas of specialization in sensory research are consumer & expert panel projects, neuro research & eyetracking studies for FMCG multinationals.

## **SENIOR SENSORY RESEARCH CONSULTANT**

### **Your tasks:**

Senior Research Consultants are responsible for liaising with nominated client companies to profitably develop haystack business. They have prime responsibility for handling client projects through all stages from initial briefing to report writing and/or debrief presentation, ensuring that the research design and analysis and interpretation of results fulfils clients' needs.

You are responsible for the realization of sensory & consumer research consulting projects: sensory panel projects as well as consumer projects. Your key responsibility is to assure that the recommendations we generate for clients are business driven and actionable. You translate a sensory related business question in an adequate methodology, write a proposal and design a questionnaire & experiment. You analyze results and present clear recommendations for the sensory marketing strategy of our clients. You are a key partner for your client-contacts and you support the strategic growth of haystack by attending events and congresses where you adapt, adopt or improve new methods.

### **Your profile:**

You have a broad knowledge in the latest sensory methodologies and its interpretation (e.g. preference mapping, degree of difference, profiling, PCA, ...) combined with a talent for statistics. You are data driven and your mindset is both "analytical" and "creative". You really enjoy to dive deep into a project and look for solutions in close cooperation with your team and clients. A profound knowledge of PowerPoint and Excel is a prerequisite. You are fluent in English and at least one extra international language. You are a great planner, to-the-point, detail driven and persistent

You have a University Master Degree In Food Science, Bioengineering or similar and minimum 5 years' experience in a similar function.

### **Our offer:**

- A strong team of experienced sensory & shopper researchers (different nationalities)
- Excellent career opportunity in a role that will be challenging, varied and rewarding.
- Challenging international projects for clients seeking added value
- A competitive salary pack

**Your dream job?**

Are you interested in this challenging position? Send your motivational letter and CV to [joinus@haystack-international.com](mailto:joinus@haystack-international.com) to the attention of the HR manager.

More info can be obtained via + 32 16 62 11 58 (ask for Wendy Oleo – HR Manager).