



## ALICE BANFIELD

15 years' experience in consumer and b2b insight, with a strong academic background in social research/ sociology.

### MY OFFER

- **Unravel** people's needs, emotions, attitudes and behaviours
- **Produce** impactful & actionable insight
- **Optimise** products, websites, services, communications or branding to be customer-centric

### CONTACT

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### EXPERIENCE:

#### ALICE BANFIELD RESEARCH – CUSTOMER INSIGHT SPECIALIST 2017-CURRENT

A senior research practitioner using digital and face to face qualitative techniques to help businesses in retail, tech, utilities, financial and government, improve their products/services.

Recent projects:

- Boots: Mothercare partner brand review
- TikTok: User experience and suggested improvements
- UK Power Networks: Future Strategy Development
- Unilever: Deep-diving into the world of green consumers
- Google: mCommerce user personas and an evaluation of current b2b client travel and retail sites

I run research method training programmes for executives at research, communications and PR agencies. I partner with the Association of Qualitative Research to run an online methods training workshop.

#### VERVE – RESEARCH DIRECTOR 2015-2017

Leadership experience managing a team and long-term large-scale customer communities for a variety of clients including Samsung, Boots, Walgreens, Virgin Atlantic and Virgin Holidays.

Supported the set up and facilitation of Verve Academy, a Professional Development Programme.

### PREVIOUS EXPERIENCE

- An independent researcher, 2014-2015
- A researcher at GfK, Quadrangle and Edcoms, 2006-2014

### QUALIFICATIONS:

#### INDUSTRY

Advanced Qualitative Practitioner Award

#### ACADEMIC

MSc Social Research and BA Sociology