Swedish Moderators: A New Player in the International Research Arena

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Swedish Moderators launches a team with extensive experience in qualitative market research, innovative analytical models and certification training for qualitative market researchers.

Consultants Lena Hamnholm, Carina StenbÃ¤ck, Max Schori and Catharina Short are as from now joining forces under the Swedish Moderators brand. The company is being launched with the primary purpose of providing project management and qualitative market research in both B2B and B2C for the international market. Combined, the team offers comprehensive experience in qualitative methodology, including creative and digital tools for this kind of research. Swedish Moderators has also developed a certified training in qualitative market research for students and professionals.

A spokes person for Swedish Moderators said of the team's formation:

"Partnering on previous assignments, we realized that we had great strength as a team. We have a shared view of what we want to achieve for our clients.Â Furthermore, we saw the need of a certification in qualitative research skills to guarantee professional quality, says Catharina Short partner at Swedish Moderators."