Olivier MAURO

Qualitative Research and Moderation -- Paris, France

+ 33 609 17 25 26 **olivier.mauro@wanadoo.fr**

Olivier MAURO is an experienced strategist, focus group moderator and one-on-one interviewer. His unique comfort level and broad experience with direct interviews of **key opinion leaders** and **business decision makers** enable him to interactively brainstorm with his clients. It results in superior strategies tailored to the client's marketing needs and goals.

Olivier MAURO has over 17 years of in-depth marketing and research experience. He started as moderator for qualitative marketing research and founded his own company in 1991. He is a sought-after motivational speaker and management consultant, with hands-on experience in qualitative moderating, research methodology design and implementation.
He has an extensive active network within French media as well as in the medical and banking sectors.

Mr. MAURO now partners with over 10 US & UK-based Marketing Research companies. Current clients include such major American and British agencies as Landor, Boston Consulting Group, Goodby, King Brown, and McCann MRM World Wide.

Olivier MAURO is strategically based in PARIS. His structure can organise services ranging from the simple animation to full research program co-ordination; everywhere in France as well as in Germany, Italy, Spain, and UK.
He has achieved an enviable track record of success supporting diverse, multinational clients including:

HEALTH AND PHARMACIEUTICAL:

CADUET - ACTOS COMPETACT VS AVANDIA – AVANDAMET - SANOFI - LANTUS VS BEYTA ET PRODUIT X NOVO - SKIN CLINIC – WART – EURAX – VÉGÉBOM – XOLAIR – MONTTELUKAST – MÉLANOME - IMPLANON – KOGENATE – PKU (PHENYLKETONURIA) - ENBREL VS HUMIRA CHEZ LES PHARMACIENS - HÉPATITE B (BRISTOL MYERS SQUIBB) - SCLÉROSE EN PLAQUES - EPILEPSIE -SCLÉROSE LATÉRALE AMYOTROPHIQUE SLA (SERVIER) - DOMITOR - COSEAL SURGICAL SEALANT - B. BRAUN - GE MEDICAL - PFIZER – ELLI LILY – BAYER – KOGENATE – EURAX – MINISTERE FRANÇAIS DE LA SANTE – INPES – INCA

IT AND TELECOM:

MICROSOFT – LOGITECH – IBM – HP – FRANCE TELECOM – GLOBAL SWITCH – INTEL – PINNACLE – AUTODESK – SAMSUNG – CISCO - ADOBE -MICROSOFT WINDOW 7 – LOGITECH - SANDISK

MASS MARKET PRODUCTS:

REDKEN – L'OREAL – KELLOGGS – LUFTHANSA – AMAZON.FR – SNCF – NIKE – BIC – SAN PELLEGRINO – DANONE – PIERRE FABRE - ROCKPORT - AVÈNE - PIERRE FABRE - DANONE – AMAZON.FR

GAMES AND ENTERTAINMENT:

DISNEY CHANNEL - NINTENDO – WII – **EA GAMES** POUR LE LANCEMENT DE PLUSIEURS JEUX MAJEURS: HARRY POTTER / FIFA STREET / SIMS + SIMS 2 / SPORE / SIMPSONS / BATTLE FIELD BAD COMPAGNY / POGO ZUBO -- BOOM BLOX

Reference contacts available.