

**Jochen Curth** (born 1965)  
Diploma in Business Administration

Moderator; expert for qualitative and quantitative market research; online methodologies



### **University**

1987-1993: Business Administration at Universities of Marburg, Dortmund and Dublin; focus on international marketing and empirical social sciences. Several years junior assistant at the chair of international marketing at the University at Dortmund.

### **Job experience**

1994-1996: Project manager and client contact with international market research institutes Ipsos Germany and Research International, Hamburg: Focus: qualitative and quantitative market research for B2B and consumer subjects.

1997-1999: Project manager and freelance marketing consultant for mainly international Finance, IT- and telecommunication projects.

Clients: IBM, SAP, Ericsson, Hewlett-Packard, Symantec, Philips, Lufthansa, American Express, Gillette, Elida Fabergé, Deutsche Telekom, HypoVereinsbank

### **Foundation of curth+roth<sup>vtm</sup> in 1999** (market research in Germany)

Function: Managing Director