

quantix is a consulting company focused on marketing research, insights and strategic marketing

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Why quantix? - flexible - close to its clients - innovative- better tariffsÂ

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Contact

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Key persons

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Romania

Cosmin Nae - founder of Quantix Marketing Consulting in 2009

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Cosmin has a strong background in the practice of market research and

its applicationÂ in marketing strategy & business management.

After a short experience with Citibank Romania, he has worked 10 years in the business development and commercial strategy departments of Connex / Vodafone Romania.

His responsibilities covered several research related areas, in B2B and B2C, such as market size & structure, forecasting, market segmentation, customer satisfaction, branding, etc. Leading the market research and strategic analyses department of Vodafone Romania for over 5 years, he had a significant exposure & involvement in global projects and international research best practices.

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He is currently editor for SMARK (www.smark.ro) and Paylogictrends (www.paylogictrends). Consultant for different organizations such as: Daedalus Millward Brown, Brennan Research & Consultants. Trainer for marketing and branding for Svasta ICG.

He is passionate about sports and finds lots of similarities between sport and the business environment. He hopes he will write a book on this topic some day...

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Cornelia Nenciu - senior consultant

Mixing a business experience of nearly 15 years in marketing research at corporate level with an entrepreneurial perspective, Cornelia is eager to understand clients' business environment and seek development opportunities. Her analytical skills and focus on finding new approaches proves to be a great contribution for client organizations.

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She is a balanced person, enjoying the diversity of life and....

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UK

Panos is an experienced marketing professional with high international exposure. He is our business partner in the UK, one of the leading global markets in the field of marketing research & consulting services.

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Panos has a long experience in research and marketing.

He has over 20 years experience in market research management, in FMCG and services. As a senior brand insights manager for Vodafone Group, he was involved in several global projects dealing with all facets of one of the strongest brands in the world..

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+ other partners we have in our hub, ready to help on particular topics in branding, marketing strategy, management consulting.

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Through our partnerships and external consultants, we have covered in successful projects business areas such as:

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branding,

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strategy and market planning

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digital marketing

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management consulting

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PR and communication planning

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