



M3 RESEARCH
Curriculum Vitae

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Name

- Igor Wikander von Haven Theilade

Nationality

- Danish

Profession

- Business psychologist

Theoretical and practical background

- Banking, organization and financial data processing (Worked during a period of seven years for two among the leading Danish banks)
- Business Academy of Copenhagen (PhD. In Marketing)
- Worldwide communications, covering the fields of advertising, qualitative research and public relations (Twelve years with Young & Rubicam Advertising Inc., last two years as Vice President). Opening the Y&R Mahir office in Budapest and the subsidiary office of Y&R/Burson Marsteller Inc. in Copenhagen)
- Universities of N.Y. and Copenhagen (socio-psychology)
- Market Research, specializing in socio-psychology and qualitative studies.
- Assistant professor/Communication psychology (Denmark's School of Design and the Danish Advertising School, University of Technology/Facilities Management)

Professional areas

- Design Tests (Unfolding the perception of logos and symbols)
- Concept Development (Creating platforms for communication programs)
- International Marketing and Research (Coordinating activities across Europe)
- Development of Company Profiles (management and Staff-interviews, Planning, Human Resource Programs and Team Building)
- Market Research within the area of qualitative studies (Planning, processing, analysis and reporting including recommendations for actions. Types of studies: In-depth interviews, Psychological Tests)

Fields of work

- Qualitative studies (In-depth Single Interviews, Duo Interviews, Focus Groups, Psychological Tests, Workshops and Future Labs)
- Farming (e.g. Farm machinery, Chemicals, Animal Stock)
- Design-tests (Identity Programmes, Visual Style, Logos, displays, symbols/pictograms)
- Public Services and issues (Governmental offices, Political parties and Labour Unions)
- Public Relations e.g. Contacts with mass media and Efficacy Tests
- Healthcare (e.g. Diabetes, Psychopharmacology, Cardiology, Asthma)
- Automotive (e.g. Cars, Gasoline, Maintenance, Service stations)
- Publishing (e.g. Test of new publications, Readership, Media planning)
- Test of TV- and radio programs
- IT (e.g. Cell phones, Computer systems, User programs)
- Finance incl. insurance (e.g. Profiles for Financial Houses, Bank Services and – Products)