

IREM ERGEN, PhD

Behavioural Scientist - Consumer Insights Consultant

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Location: Kraków/Poland

SUMMARY

I am a PhD in Cognitive Psychology with over 10 years of experience in behavioural and marketing research. My academic background focuses on attention, cognition, and decision-making — areas that provide deep insight into how people interact with products, process information, and make choices. Throughout my career, I have helped organisations understand user needs, uncover market opportunities, and make data-driven decisions. In my role as a consumer insights consultant, I specialise in turning complex research findings into actionable strategies that guide business growth and product direction. I'm skilled in designing research based on business questions, analysing complex data, and translating insights into clear, strategic recommendations. I am now focused on applying my research and analytical skills to product development — helping agile teams build user-centric products that deliver measurable value and align with business goals.

EDUCATIONAL BACKGROUND

- **2017 – 2023: Koç University** – Istanbul, Turkey: PhD Program in Cognitive Psychology
 - GPA: 3.89 (Education language: English)
- **2015 – 2016: University of Kent** – Canterbury, UK: Erasmus Program
- **2012 – 2017: Boğaziçi University** – Istanbul, Turkey: Bachelor of Arts in Psychology
 - GPA: 3.30 (Education language: English)
- **Languages:** English (Professional), Turkish (Native)

KEY SKILLS

- Behavioural and market research
- Quantitative and qualitative research
- Data analysis, insights, and visualization
- Team management
- Data-driven decision-making
- User needs

PROFESSIONAL EXPERIENCE

July 2023 – Current: **NielsenIQ**, Warsaw – Poland

Role: Consumer Insights Consultant

- Translating complex marketing and consumer data into actionable insights that inform product strategy, roadmap priorities, and business decisions
- Creating research initiatives with strategic objectives, ensuring insights directly support business and product goals
- Analysing panel-based surveys, FMCG market data, consumer segmentations, KPIs, and new product performance to identify opportunities for growth and product improvement
- Leading multi-country projects across European markets, coordinating cross-functional teams to ensure consistent execution, quality deliverables, and stakeholder satisfaction
- Conducting customer segmentation analyses to identify key user groups and behaviours, enabling targeted strategies and feature prioritisation
- Synthesising insights from multiple data sources (surveys, market panels, segmentation, behavioural data) to support evidence-based prioritisation
- Designing data visualisations, dashboards, and reports to communicate insights effectively, support evidence-based decision-making, and align teams around shared objectives

Feb 2022 – Feb 2023: **Applied Memory Research Laboratory**, Jagiellonian University – Poland

Role: Researcher

- Leading and conducting multiple projects on memory, cognition, attention and emotion
- Supervising and leading research groups
- Simultaneously leading research by planning, data collection, data coding and analyses, quantitative and qualitative research

May 2021 – Sep 2021: **Psychology Department, Koç University** – Istanbul, Turkey

Role: Instructor

- Teaching Learning & Cognition course
- Planning and supervising

Sep 2017 – June 2023: **Koç University Research in Applied Memory Lab** – Istanbul, Turkey

Role: Graduate Research and Teaching Assistant

- Conducting studies on memory, attention, emotion, decision making and social psychology
- Applied experimental design and rigorous data analysis to validate hypotheses and inform decision-making
- Leading multiple quantitative & qualitative research and personality scale development
- Managing international collaborative projects across 15 countries, coordinating research teams and ensuring consistent methodology and high-quality results
- Supervising and mentoring research groups, developing leadership and team management skills
- Presenting findings at international conferences and publishing in peer-reviewed journals, communicating insights effectively to diverse audiences

June 2016 – Aug 2016: **Centre on Autobiographical Memory Research** – Aarhus, Denmark

Role: Research Intern

- Data scoring and coding for a research project on memory & attention
- Data analysis and visualisation

Aug 2016 – Oct 2016: **Kuzey Academy of Personal Development** – Istanbul, Turkey

Role: Intern

- Data preparation and coding of personality tests from several companies
- Data analysis, planning and scheduling

TRAININGS, CERTIFICATES & AWARDS

- Professional Certificate in User Research - UX Design Institute
- Marketing: Customer Segmentation
- Data Visualisation: Storytelling and PowerBI
- Introduction to Probability and Data with R & Inferential Statistics and R
- Google Data Studio Certificate
- User Experience Principles & Processes - University of Michigan
- Understanding User Needs - University of Michigan
- Project Management Principles and Practices Specialization by the University of California, Irvine
- Market Research and Consumer Behaviour by IE Business School
- **Award:** The Scientific and Technological Research Council of Turkey (TUBITAK) 2214-A International Research Fellowship Programme for PhD students
- **Award:** The Scientific and Technological Research Council of Turkey (TUBITAK) 2211-A National Scholarship Programme for PhD students
- **Award:** Koç University Full Merit Scholarship for doctoral students

ADDITIONAL SKILLS

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|---------------------------------------|-----------------------------------|
| • Qualtrics online survey software | • Insight Translation → Strategy |
| • SPSS, Jira, Tableau, Miro, PowerBI | • Presentation & teaching skills |
| • Team management, project management | • Cross-functional collaboration |
| • Experimental design | • Hypothesis testing & validation |

REFERENCES

Available upon request