



YeeLin TAN, researcher

YeeLin has over 8 years of market research experience, across a range of diverse markets, cultures & countries incl. Malaysia, Indonesia, Thailand, Vietnam, Singapore, China & Hong Kong

She was most recently the Qualitative Account Director for Millward Brown Hong Kong. Prior to Millward Brown, she was attached with Acorn Marketing and Research – Malaysia & Hong Kong.

A passionate qualitative practitioner, she has a deep interest in exploratory work, enjoys “stalking”, talking and learning about people and their cultural differences. she is proficient in both the conventional and non-conventional qualitative methods

including accompanied shopping, in-home interviews, and ethnographic observations. YeeLin also has had extensive hands-on experience in moderating and interviewing a wide range of consumers and business/professional segments across the Asia Pacific, exceptionally at ease with kids & teens

her work experience includes market exploratory and market potential studies, concept and product testing, packaging test, image studies, brand positioning studies and segmentation studies. YeeLin also specializes in ad pre-testing and new product development studies.

Aided by her multi-racial country upbringing in Malaysia, YeeLin is sensitive to cultural diversities that has differentiated her qualitative approach that has yielded creative and relevant consumer insights. She is multilingual and speaks English, Mandarin, Cantonese, Bahasa Malaysia and several Chinese dialects fluently.

Foods & Snacks (Consumers)

- Nestle | Kraft China | Wrigley

Fast foods (Consumers)

- Kentucky Fried Chicken

Beverages and soft drinks (Consumers)

- F&N | Coca Cola Greater China

Spirits & alcoholic beverages (B2B & Consumers)

- Pernod Ricard | Guinness Anchor Beer | Carlsberg

Pharma (Medical professionals, Consumers, Patients)

- Sanofi-Synthelabo | Bayer

Dairies products (Consumers)

- New Zealand Milk | F&N Dairies | Nestle

Household & personal care products (B2B & Consumers)

- Sara Lee | P&G Gillette | Colgate Palmolive China & Hong Kong | Johnson & Johnson Regional | Hawley & Hazel |

Financial services (B2B & Consumers)

- AIG | MBF Cards | Standard Chartered Bank | Coutts
• Hang Seng Bank | MasterCard

Electronics (B2B & Consumers)

- Sony Ericsson | Nokia | Samsung

Automobile (B2B & Consumers)

- Volvo | Toyota

Courier Services (B2B)

- DHL | UPS