

Always dreamed to be a Sensory Consultant? You have a passion for senses?

Don't wait any longer and apply now! Haystack is looking for YOU!

SAY YES IF OUR OFFER CAN DELIGHT YOU

We are investing as much in people as in innovations. We create an environment that offers opportunities to develop and where you feel part of a great, dynamic and passionate team of colleagues and experts. Join a fresh eyed company where ownership and autonomy are encouraged.

- Challenging projects for an international client base seeking added value
- Customized training plans and exciting career opportunities
- We embrace 'hybrid' working! In a very nice and inspiring office in Heverlee where collaboration is stimulated combined with working from home. We organised ourselves in such digital way to optimize our way of working at the same level as well from home as at the office.
- A competitive salary on top of a set of extra-legal advantages in a very flexible environment based on mutual trust. A company where colleagues are proud of each other, where successes are celebrated and where everyone is aiming for the same goal: a healthy, sustainable and most of all fun best place to work.

SAY YES IF YOU WANT TO JOIN AN 'AMAZING PLACE TO WORK'

Evidence-based consulting for better & smarter decisions, powered by senses.

Haystack Consulting, founded in 1974, helps global brands make better and smarter decisions to drive business growth. Our team of needlefinders delivers actionable insights with deep perspective. Our "whatever it takes" approach, rooted in consumer understanding, allows us to craft bespoke research solutions. Using an array of scalable, best-in-class & innovative methodologies, we provide research & consulting solutions that help you make better & smarter decisions and create impact in your organization.

We don't just ask what is, but explore what could be:

- **Explore and innovate** - Combining entrepreneurial agility with commercial rigour to create winning innovations in products, services and packaging.
- **Brand Strategy** - Helping to shape a distinct and long-term future of your brand, from market and category understanding to inception and communication.
- **Shopper behaviour & retail strategy** - Providing intuitive shopper insights that deliver a more engaging shopper experience.
- **Stakeholder activation** - Ranging from co-creation and collaboration with internal and external stakeholders to realizing the full potential of insights across the business.

SAY YES IF YOU WANT TO BE THE DRIVING FORCE BEHIND SENSORY RESEARCH

As Sensory Research Consultant:

- You translate a sensory related business question of a client into an adequate methodology and write a proposal.
- You train sensory expert panelists.
- You will handle projects through all stages from initial briefing to report writing and/or debrief presentation, ensuring that the research design and analysis and interpretation of results fulfils clients' needs.
- You analyze results/data and present clear recommendations for the sensory marketing strategy of our clients.
- You are a key partner for your client(s) and you support the strategic growth of Haystack by maintaining good client relations

SAY YES IF YOU FEEL YOU ARE THE ONE

- You are very interested in food, flavours and senses.
- You have a broad knowledge in the latest sensory methodologies and their interpretation (e.g. profiling, DOD, difference testing, temporal methods, napping, ...) and a talent for statistics.
- Some working experience in food industry, sensory research or other sensory related activities are a big asset.
- You are data driven and your mindset is both "analytical" and "creative".
- You have a master's degree in food science, Bio-engineering or similar.
- You connect easily with people (clients and expert panelists).
- You are pro-active and enthusiastic, and you have a positive open mind.
- You are proficient in Excel and PowerPoint. Knowledge of specific statistical software (XL Stat, R, ...) is a plus.
- You speak and write fluently Dutch, English and have a basic knowledge of French

4 TIMES YES?

- Now that your heart is beating faster and you can't wait to tell your friends about the above... Stop, breathe in and send your application letter and resumé (CV) to joinus@haystack-consulting.com

We look forward to hearing from you!

"At Haystack, we empower people, brands and ideas to reach their full potential"

Website: www.haystack-consulting.com

Industry: Market Research

Company Size: 50-100 employees

Headquarters: Heverlee, Belgium

Locations: Amsterdam (the Netherlands), Antwerp (Belgium), New York (United States of America)

Founded: 1974