

Dr Dieter Walz

sensory research group pte ltd

Cell Phone: +65 9769 3452

Email: dieter@sensoryresearchgroup.com

Profile:

Equipped with a social science background, Dieter started his market research career with TNS in Germany; years later, working for the Allianz Group as global market research manager saw Dieter coming to Asia numerous times, so eventually he decided to make Asia his new home. Dieter joined the InsightAsia Research Group and worked in Jakarta, Bangkok and Singapore.

With about 15 years in market research, almost half of it spent in Asia, Dieter started in 2008 the **sensory research group**, a company specializing in sensory-consumer research;

The sensory research group researches all aspects of products as perceived by our senses. They specialize in new product development as well as product optimization – for food as well as non-food products. Their core business is ‘product understanding’ – using a variety of techniques, spanning from trained sensory expert panels to consumer research to advanced data analysis to **eye tracking technology**.

The sensory research group uses **eye tracking devices** – in addition to traditional think-aloud methods and in-depth interviews - for website usability and optimization tests, for packdesign tests, for print ad and TVC evaluation as well as shelf layout testing.

Should there be life after work, than Dieter certainly likes to do some sport, treasures traveling, and enjoys a good glass of wine or (bavarian) beer ;)