

Day in the Life of a Insights Leader

With Mathilde Beljaarts, Superior Proposition Insights Leader at Philips



Morning

8:00AM

I begin my day by checking overnight emails and updates. Since Philips operates globally, there's always something happening, and it's important to stay on top of any urgent matters that may have popped up overnight. I use this time to organize my priorities for the day, ensuring I'm focusing on the most important projects and requests.

9:00AM

The workday kicks into full gear with team collaborations. In my role, I am in constant interaction with different teams, making sure we're on track with our consumer insights efforts. I work closely with marketing, product development, and other cross-functional teams to strategize how we gather consumer feedback and turn those insights into ideas for consumer-centric propositions.

10:00AM

This is the time I try to reserve enough time to work on some of my projects, either alone or together with colleagues. This can be looking into the details of a new (AI) methodology, developing a testing framework that defines what research we do at different steps of the product development process, or it can be about deep-diving into a specific topic for one of our stakeholders. Everything I do will focus on how we come to the strongest insights for product development.

12:30PM

Lunchtime is my opportunity to step away and recharge. Whether it's catching up on industry news or simply taking a break from the desk, I use this time to clear my head and prepare for the tasks ahead.

“ It's important to stay up to date with trends and shifts in consumer behavior, which often spark ideas for new projects. ”

Afternoon

2:00PM

Afternoons are when I focus on more in-depth work. I spend this time finalizing reports, pulling together insights, or preparing presentations. Sometimes I facilitate a workshop or give a training on writing insights & concepts to support the development of these skills across the organization.

4:00PM

Late afternoon is often dedicated to meetings or check-ins with various stakeholders. I work closely with teams from different business units and regions to ensure our work is actionable and directly impacts our strategies and ways of working. Whether it's product development, marketing, or strategy, we collaborate to ensure the insights are being used in the most effective way.

6:00PM

Before wrapping up, I review the day's progress and ensure that everything is on track for the projects I'm overseeing. I like to spend a few minutes organizing tasks for the next day, so I'm ready to jump back into things in the morning. It's a good time to reflect on the day and make sure nothing important is left unresolved. Then, I take my dog for a walk.

“ What I love about Voxpopme is that we can upload all our qualitative work onto one platform. Whether it's done internally or externally, it's all there in one place, and that helps us do cross-project analysis. The platform really enables meta-learning, allowing us to draw insights across different business units. It's something we were missing before. ”