

Iske van den Berg

Johannesburg – South Africa

Iske is a qualitative research specialist. Her work predominantly focuses on financial, socio-political, multilingualism, communication and media research. She has conducted qualitative and cognitive interviews in a wide range of countries across Africa and Asia, including Kenya and Ghana. Currently, she is MD of Corporate Research Consultancy, a firm specialising in doing consumer interviews to understand the challenges consumers face in using the services of providers. She has 25 years of experience in her field. Iske has a master's degree in business leadership from UNISA, South Africa.

QUALIFICATIONS

University of Pretoria, South Africa	Bachelors in Arts, social sciences and languages
University of Johannesburg, South Africa	Bachelors in Arts (honours), Literature and linguistics
University of Johannesburg, South Africa	Masters in Arts, Literature and linguistics
University of South Africa, South Africa	Masters in Business Leadership

EXPERIENCE SUMMARY

Associate and demand side specialist for Cenfri- (2012-current).

Iske project manages the qualitative demand side studies for the Making Access Possible project on behalf of Cenfri. The UNCDF primarily funds the MAP project. To date demand side research had been completed in Myanmar and nine countries in Africa. Iske follows a hands-on approach to the fieldwork, which enables her to make meaningful strategic recommendations when the Cenfri teams compile the synthesis reports and recommendations.

She is also actively involved in the conceptual work conducted by the measurement work stream of the Insight2Impact (i2i) facility. Iske is also part of various think tanks at Cenfri that develop innovative approaches to demand side research, country diagnostics and hypotheses about reasons for similarities and differences on themes across countries.

She has also been involved in various Cenfri projects that require qualitative research. In 2017 she conducted a qualitative demand side evaluation in Tanzania of a credit product offered (and scored) via a mobile application (this case study will be published shortly on the Cenfri/i2i website). She also conducted demand side research in Myanmar on state owned banks, on behalf of Rabobank and the World Bank.

Managing Director/Owner of Corporate Research Consultancy (CRC), South Africa (1990 – current).

Iske has been involved with new product development at Hollard since 2012, which resulted in some successful products being launched, and other concepts being canned. In 2017 Hollard launched Car Lite Cover Insurance; the concept for this product was brainstormed and fine-tuned through extensive qualitative research conducted by Iske.

Clients of CRC include retail banks and insurance companies; MultiChoice, M-Net and a number of content production companies; various Government, parastatals and donor organisations including DFID/Soul City, GCIS, The State Language Board and The Water Research Commission. Iske is an associate of The Plain Language Institute.

Chief Operating Officer of Ja! Productions, South Africa (2005 – 2008).

Developing the concept and story outline of a television edutainment soap opera on financial education; designed the research program to determine funders' ROI; negotiated the participation of four major banks to fund part of the production.

COUNTRY EXPERIENCE

Countries worked in: Botswana, Democratic Republic of the Congo, Ghana, Kenya, Lesotho, Madagascar, Malawi, Mozambique, Myanmar, Namibia, Nigeria, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe.