

## CV

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## Résumé

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In the year 1990-2000 I was self-employed. I built up and ran a sensory consultancy, Dansk Sensorik Center I/S, together with a business partner. We were the first people to run an accredited sensory lab in Denmark and we evaluated both food and non food products. We had trained panels doing the sensory work, made consumer research and organise sensory courses.

During my latest employment since 2001 in Chew Tech I/S (R&D department for chewing gum) my job has been to secure validation of the sensory analysis and consumer research. My primary objective was to develop problem statements, method adjustments, and analyzing, reporting and present results. Through my job I have achieved practical and theoretical experience in use of sensory and statistical methods.

**Key words: Sensory analysis –Consumer research - Statistics - Teaching**

Due to falling income on the side of the Mother Company, Chew Tech has been closed down. This is a challenge and an opportunity for me to move on to new fields.

## Professional skills

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### **SENSORY ANALYSIS**

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I have worked with most of the sensory methods described in the ISO Standards. I have prepared and analysed more than 300 different products, both in food and non food. Test as:

- QDA -, Spectrum profile
- Time Intensity
- Paired comparison test, Duo-Trio, Triangle and Ranking
- Quality control analysis as A not A, Different from control.

I have trained and worked with many panels:

- Internal panels for R&D purpose (most profiles)
- Internal panels for quality control and other ad hoc analysis
- External panels for all purpose.

My job has been:

- To plan, organize and run tests
- To validate panel's performances
- To process data statistically and analyse results
- To write reports and to present results.

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## CONSUMER RESEARCH – QUALITATIVE AND QUANTITATIVE

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I have worked with consumers in many ways. For the quantitative analysis it has been either CLT or IHUT. Latest I have build up a Danish database with 3000 consumers using chewing gum.

My job has been:

- To recruit consumers
- To prepare samples and forms
- To run tests nationally and internationally
- To process data statistically and analyse results
- To write reports and presentations
- To present the results.

Examples of what I have been testing:

- Knowledge about consumers attitude towards new product ideas
- Concepts
- Product test with preference, liking, just about right questions
- Paired comparison and triangle test
- Children age 6-12 years
- Adults age 65-80 years
- Products from chewing gum sent out by mail (and forms by e-mail) to warm freshly baked pizza served in a food store.

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## ANALYSIS OF DATA- STATISTICS

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To analyse consumer and profile data, I worked with:

- Univariate and multivariate statistic, e.g. means, frequency ,ANOVA, PCA, PLS
- CA, MCA (correspondence analysis)
- Segmentation, Clustering (AHC, k-means)
- Multiple comparison test as Penalty analysis (mean drop) to see what **Just About Right** means for the overall liking score
- Preference mapping.

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## PROJECT EXPIRENCE

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My everyday life in the sensory department consists of both smaller and bigger projects.

External projects which I have been responsible for, on the part of Chew Tech:

- 2005-2009 Sensometrics- Quality assurance and optimal utilization of descriptive sensory data. (PanelCheck) Norwegian (Project leader Mattforsk/Nofima Mat) and Danish project. The Danish project leader Professor Per Bruun Brockhoff, IMM, DTU.
- 2003, 2005 and 2007 Proficiency test. – Documentation of panel validity. I have been major player in making the paperwork for all the participating laboratories. It has been threshold and profile analysis. In total 14, 19 and 36 labs have participated during the three years. It was labs from Denmark, Norway, Sweden and UK.

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## TEACHING

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Examples of my teaching experiences:

- Trained Russian operators in sensory using an interpreter

- Trained a Russian engineer to be a panel leader
- Taught Russian sales personal what sensory analysis is and how to utilize it as a valued asset in their work
- Trained colleges and external persons to be panel members twice a year
- Tailor made courses for companies as consultant
- Open courses in sensory for the industry, announced in technical journals.

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### ***BUILDING UP MY OWN COMPANY BEING SELF-EMPLOYED***

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Together with a business partner I established and ran Dansk Sensorik Center, a sensory lab and consultancy for a period of 10 years. It involves energy and ability to:

- Describing the ideas of the Company in a way which the Bank understood and supported
- Designing of rooms and buying equipment
- Building up administrative routines
- Building up procedures to minimize errors
- Getting accredited by DANAK, which require examination every second year of methods, panel performance and statistic
- Leadership
- Salesmanship
- Public relations
- Communication
- Having a lot on your plate.

After 10 years, our company needed investment (expansion). Instead, we decided to close down on top of our success.

### **Education**

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1999-2000 Single course, The Royal and Veterinary and Agricultural University (KU-Life)  
 1983-1985 Diploma in operations and production planning , Aarhus Technical College  
 1973-1976 Laboratory Technician, microbiology, Aarhus Technical College  
 1970-1973 High School diploma (Upper Secondary School Leaving Examination), maths and physics, Viby Amtsgymnasium.

### **Facts about time and place**

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#### ***JOB HISTORY***

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2001-2009 Research Scientist, Chew Tech I/S, Vejle, Denmark  
 2000-2001 Sensory specialist, Bioteknologisk Institut, Copenhagen and Kolding, Denmark  
 1990-2000 Owner, Sensory specialist, Dansk Sensorik Center, Jaegerspris, Denmark  
 1975-1990 Laboratory technician, Technician, Jysk Teknologisk Institut, Aarhus and Kolding, Denmark.

#### ***PROFESSIONAL TRAINING***

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##### **Courses**

2009 Basic Education in marketing , IBC Marketing & Communication, (November 08 - April 09)  
 2007 Targeting the consumer II, Nantucket, US\*  
 2006 Hands on Preference Mapping and consumers/Sensory Statistics, New York, US \*  
 2005 Hands on Sensory Statistics, Bath, UK\*

- 2003 Multivariate Mapping and drivers of liking, Paris, FR\*  
2003 Multivariate Analyse and design, Unscrambler, Camo, DK  
2003 Sensory Evaluation, Overview and update, Bath, UK\*  
2002 Introduction to statistical Analysis, Paris, FR\*.  
\*) more information [www.halmacfie.com](http://www.halmacfie.com)

## Conferences

- 2008 Sense of Innovation, Hamburg Universitet, [www.eurosense.elsevier.com](http://www.eurosense.elsevier.com)  
2007 7<sup>th</sup> Pangborn, Sensory Science Symposium, Minneapolis, US [www.pangborn2007.com](http://www.pangborn2007.com)  
2006 Sensometric, Imagine the senses, Aas, Norway <http://www.compuser.com/sensometrics2008/>  
2005 XI<sup>th</sup> Weurmann Flavour Research Symposium, Roskilde, DK  
2005 6<sup>th</sup> Pangborn, Sensory Science Symposium, Harrogate, UK  
2003 5<sup>th</sup> Pangborn, Sensory Science Symposium, Boston, US .

## Language skills

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- English as business language.

## IT skills

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- Fizz forms (at one time super user)
- Fizz net (super user)
- PanelCheck (for panel performance)
- Catglobe (for survey on internet)
- XLStat
- Unscrambler
- Office 2007 (Outlook, Word, Excel, PowerPoint).

## Personal skills

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- Dedicated, enthusiastic, enterprising and initiator
- Networking
- Team player, who can work independent
- Analytical and result oriented
- Steady
- Never gives up.

## Spare time

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- Scuba diving in warm and cold water (MSD certificate)
- Aqua power, workout
- Handy "man". I like to use my hands on domestic house repairs.

## Private

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I am born November 29th 1953, married to Poul Lorensen. We have 3 grown up children, Martin (1975), Anders (1978) and Helle (1986)

We live in an apartment in Aarhus, Denmark and have a holiday home near Juelsminde, Denmark