



Raluca RASCHIP  
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Raluca Raschip is the head of the GfK Household Panel in Romania – Consumer Tracking division which benefits of high international knowledge of GfK Group, and already 8 years of local expertise.

Raluca has been working with GfK – the leading market research company in Romania - since 2002 and she is responsible for coordinating and developing the Household Panel. As being in charge with the client service in the field of FMCG, Raluca is continuously providing clients with fact-based marketing consultancy and professional advices.

Since working in GfK, Raluca have been implemented new research tools in Romania, in order to meet the increasing demanding client needs, such as analyses in the field of Category Management, or new special analyses on brand performance, drivers to consumer behavior and opportunities for the further strategic brand development.

Raluca has graduated the Faculty of Economics and Business Administration "Al.I.Cuza" University Iasi, Marketing specialization.