

# René Bastijans

**Senior Growth Researcher · Jobs-to-be-Done · Win-Loss · AI-assisted research · B2B SaaS**

Lisbon, Portugal (WET/UTC) · renebastijans@gmail.com · [renebastijans.com](https://renebastijans.com) · [linkedin.com/in/renebastijans](https://linkedin.com/in/renebastijans)  
EU (German) citizen · Remote — EU/UK hours with US-East overlap · English and German (native)

## Profile

---

Senior Researcher with 10+ years in customer, market and win-loss research for B2B companies (SaaS, fintech, insurance), after 9 years in product management (travel, edtech, betting). Specialises in why buyers buy, stall or leave. At Ponder, co-designs and runs the research pipelines behind that work: AI-assisted analysis of sales and client success calls, emails and text messages, joined to CRM records and configured per research question rather than run through a generic tool. Business partner builds them to a brief set from the research side; runs them on client work and feeds back what the runs show. Also trains Product, Sales and Marketing teams to run their own research. 75+ studies and 500+ customer interviews across the career.

## Selected achievements

---

- Made buyer indecision coachable for a US broker that sells disability and life insurance to physicians: using AI-assisted research pipelines we developed, delivered 30+ coaching reports from the reps' own calls to the Sales and Client Success teams (11 reps), each ending on one action per rep (with business partner).
- Ran 14 win-loss interviews for the same broker, each checked against the CRM and call record; the COO commissioned a quarterly win-loss programme.
- Validated a new product line for a B2B fintech before the roadmap commitment: 9 of 12 target customers would hire it and 10 of 12 accepted a plan about 25% higher than their current one; go decision and phased roadmap in three months.
- Built a B2B fintech's research panel in two months and grew it to 200 finance professionals; 20+ studies ran on it and recruitment fell from 7–10 days to 1–3.

## Skills

---

**Research methods:** Switch (Jobs-to-be-Done), Win-Loss and in-depth interviews, Simulated Selection, discovery research, concept testing, surveys, competitive and market analysis

**Research enablement:** Research training and coaching for Product, Sales and Marketing teams, public workshops

**AI-assisted research:** AI-assisted analysis of customer conversations, CRM and support data, checked by hand; transcript coding and synthesis; prompt reviews and evaluation of AI outputs

**Product & growth:** Product discovery, roadmap prioritisation, experimentation, pricing and packaging research, go-to-market, corporate innovation and startup acceleration

**Tools:** Claude (Code, Cowork, Chat), Gemini; GitHub; Linear, Basecamp; Google Workspace (Docs, Sheets, Slides, Meet); Slack; Notion; Miro; Salesforce, HubSpot. Familiarity with Dovetail and Marvin.

**Domains:** B2B SaaS, fintech / pre-accounting, insurance brokerage, edtech, travel, iGaming, sports betting

## Professional experience

---

### Partner & Senior Research Consultant — Ponder LLC

**Oct 2025 – present**

*Research and revenue-intelligence consultancy for B2B companies · Clients in the US and Europe*

- Answer Leadership, Product, Sales and Marketing questions by mining clients' existing customer data (Sales and Client Success call transcripts, email, voicemail and SMS, CRM records) with AI-assisted conversation analysis, checked by hand (ongoing retainer).
- Coach the client's Sales and Client Success teams on buyer indecision from their own calls, with business partner, and run the win-loss interviews that led the COO to commission a quarterly win-loss programme (ongoing retainer).
- Set the brief for the AI-assisted conversation analysis that business partner builds, and ran about 30 analyses on client work as throughput grew from 5 runs a month to 50–80, feeding back what the runs showed; every finding traceable to its source.
- Conducted churn and value-driver analysis from CRM data and call transcripts for a B2B fintech client, identifying the main churn patterns that fed its retention plan.

## Senior Growth & Product Researcher — Candis GmbH

Feb 2022 – Sep 2025

*Remote from Lisbon · Berlin-based pre-accounting SaaS*

- Built the research practice as its only Researcher: ran the discovery and evaluative studies (switch interviews, Simulated Selection, concept testing, surveys) and coached Product, Sales and Marketing to run their own.
- Validated a new product line in three months, from competitive market analysis through Customer Advisory Board interviews to Simulated Selection, giving Leadership the evidence for a go decision and a phased roadmap.
- Set up the in-house research panel of 200 finance professionals with the BI analyst, the base for 20+ studies.

## Partner — Revealed

2019 – Jan 2022

*Self-employed · Lisbon · Clients in Europe and North America*

- Helped develop the Simulated Selection method; helped global clients optimise existing products and create new ones through iterative experimentation grounded in Jobs-to-be-Done theory.

## Independent Research Consultant — fforward.me

May 2016 – 2019

*Self-employed · Lisbon*

- Ran Jobs-to-be-Done market and customer research for software clients: switch interviews, demand map, prioritised growth opportunities for Product, Marketing and Leadership teams.
- Interim Head of Product, Shaperbuddy (Oct 2016 – Apr 2017): owned Product and Customer Experience for a cloud SaaS for surfboard manufacturers; introduced customer-driven development and delivery processes.

## Programme Director — Beta-i

Sep 2015 – Apr 2016

*Self-employed · Lisbon*

- Ran Protechting, the corporate startup accelerator with Fidelidade (Portugal's leading insurer) and parent company Fosun; mentored early and later-stage startups in the Lisbon Challenge and Beta-start programmes.

## Director, Future Technologies — Pearson plc

Jun 2011 – Jul 2015

*London · Promoted from Product Manager (2011–13) via Director, Product Management (2013) to Director, Future Technologies (2014–15)*

- First hire in the Future Technologies team; grew it to 8 Product Managers, Designers and Developers delivering prototypes of digital learning products built on emerging consumer technologies.
- As Director, led the distributed cross-functional R&D unit and the internal corporate innovation community; set strategy and success metrics for prototypes, managed the team budget and line-managed three Product Managers.

## Earlier career — London and Cologne

1998 – 2011

Product Manager, Momondo / Cheapflights (2008–2011): international travel sites and mobile app for CA, AU/NZ, DE, ES, FR and IT. Product Manager, AOL Europe (2007–2008). Product Manager, Ladbrokes (2006–2007): 14 language versions of Ladbrokes.com. Operations Manager, Ladbrokes (2002–2006): launched the German-language site; ran sports-betting, casino and poker operations in Sweden, Denmark, Norway and Finland. Qualitative Market & Media Researcher, rheingold, Cologne (1998–2001): in-depth interviews and findings reports for advertising, print and TV clients.

## Talks & workshops

---

Workshops on Jobs to be Done and Simulated Selection, co-led with Andrej Balaz: Future Product Days 2025 (Denmark), WaysConf 2024 (Poland), UXinsight (Netherlands), Productized (Portugal). [FPD 2025 deck](#)

## Education & training

---

Diplom-Sportwissenschaftler (Diplom in Sports Science, MSc-equivalent) — German Sport University Cologne, 2001

Zwischenprüfung (intermediate exam), English Literature & Linguistics — University of Cologne, 1997

Ethnographic Research Design and Innovation — Sam Ladner via EPIC People, 2023

## Languages & interests

---

English and German (native) · Portuguese (B1) · French and Italian (A2) · Cycling, running, football