

BATAGELJ, Zenel

Curriculum

Born in 1971, Zenel studied mathematics, sociology, informatics and communications. In the year 1996 founded research company called CATI Centre - the first commercial CATI facility in Slovenia. CATI is now the second biggest marketing research company serving primarily biggest local companies working closely with SPSS. In last two years the company got the tender for National Readership Survey and established WWW.SI Monitor - both surveys present the currency in Slovenian market and use highly innovative methodological approaches. In last time Zenel is returning back in survey methodological waters, working on internet research, multi-mode survey designs, use of analytical CRM in survey design and network analysis.

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