

Summary Total work experience of 12 years, 9 years
Market Data

Objective To achieve excellence in any work entrusted upon me

PROFESSIONAL DETAILS

Icon Added Value (Jan'2009 – Till date)

Company Profile: Icon Brand Navigation was founded in Nuremberg in 1993. Icon's expertise in brand equity management and research-based consulting for brand marketing has evolved from a holistic understanding which makes use of their iceberg model and iconography concepts. It is European market leader in monetary brand evaluation and communication research.

Designation: Head - Analytics

Roles & Responsibilities:

- Oversee all analytics work on the quantitative studies of Icon Added Value (India).
- Co-ordinate internally with researchers and externally with vendors for analytics work
- Audit existing analytics processes and recommend improvements/modifications.

Symphony Marketing Solutions (May'2007 – Aug'2008)

Company Profile: Symphony Marketing Solutions is a member of Symphony Technology Group family of companies. Employing over 1,200 data, analytics and sales/marketing experts worldwide, SMS leverages a multi-shore delivery model to provide rapid, responsive and results-driven solutions to savvy marketers in key industries.

Designation: Associate Manager – Client Service US

Roles & Responsibilities:

- Managing a team of 12 members (including 2 Team Leaders) providing database and analytics services to US based CPG Industry clients, specifically health and personal care clients. (**Johnson & Johnson** in Healthcare vertical)
- Acting as an interface between the onshore and offshore teams in managing workload and ensuring timely and error free deliveries.
- Re-engineer the processes to get better result in minimum possible time.
- Transferring additional work from the onshore team to the GOC.

Achievement: Customer Appreciation Award for efficient service deliveries.

IMRB International (Jun'2000 – Apr'2007)

Company Profile: Established in 1971, IMRB International is a pioneer in market research. Part of the Kantar Group, WPP's information, insight and consultancy division, IMRB International has footprints in 19 cities covering seven countries, from South East Asia to North Africa. In the Indian subcontinent, IMRB International has presence in 13 cities in India and has associate offices in Sri Lanka, Bangladesh and Nepal.

Designation: Deputy Manager – Analytics

Roles & Responsibilities:

- Analysis of data collected from the various markets. This was done using tools like Quantum and SPSS.

Analysis of data included:

- writing programs according to the analysis plan
 - data checking and cleaning
 - creating data tables, graphs, charts etc
 - Briefing the Data Punching Agencies about data structure and data checking
- Present the preliminary findings to the Researchers
 - Mentoring new members of the team in all aspects of data processing

Additional responsibilities:

- Implementation and Maintenance of IT, Email & Networking Systems.
- Installation of Software developed by IMRB at clients' place and training the end user.

Type of Projects worked on: **Proprietary tools of Millward Brown like ATP, Link, Preview, Dipsticks and U & A Studies**

Gestetner (India) Ltd. (Jun'1999 - Dec'1999)

Company Profile: Gestetner is a leading provider of Total Document Solutions. A key member of NRG Group, Gestetner provides cutting-edge IT based hardware and software solutions for the document life cycle, combined with a range of Business and Professional Services, which includes world-class customer support and consultancy.

Designation: Sales Executive

Roles & Responsibilities:

- Market the latest Digital Documentation products viz. Copy printers™ and Multifunctional Devices
- Analyze customer's documentation needs
- Conducting demonstration of the products
- Installation and training

NIIT Ltd. (May'1997 - May'1999)

Company Profile: Founded in 1981, with the mission of “Bringing People and Computers Together...Successfully”, NIIT, Asia’s No. 1 trainer and leading Global Talent Development Corporation, offers learning and knowledge solutions to 5 million students across 32 countries. The NIIT Group is also positioned strongly in the software and services space through NIIT Technologies.

Designation: Sales Support Executive (Feb'98 - May'99)

Roles & Responsibilities:

- Maintain database of prospective clients through various Direct Marketing activities
- Keep track of the business through Direct Marketing activities
- Maintain database of company and competition advertisements
- Providing support to the Front Office Sales

Designation: Industry Collaboration Executive (May' 97 to Jan' 98)

Roles & Responsibilities:

- Student Career Counseling
- Conducting Placement workshops
- Keep track of the IT openings in the industry and provide quality placement services

EDUCATIONAL DETAILS

Professional Qualifications: PGDSM (72%) from National Institute of Sales, Bangalore
(1996 – 1997)

Academic Qualifications: B.Sc. Physics (61 %) from G N Khalsa College, University of Bombay (1992 – 1995)

Computer Knowledge: Well versed with Windows OS, MS Office and FoxPro. Worked with Quantum, SPSS and Pascal

PERSONAL