

Professional profile

Senior project Manager with proven expertise in Consumer Insight, Client relationship services and research methodologies tailored to meet complex research requirements. I am known for aligning stakeholder needs with evidence-led solutions that generated sustainable revenue stream profitability, leading to a **38% increase in recurring and contractual business**. Proven track of consistent impact awards in Client services and operational research in different verticals, and specializes in third party proprietary tools, products, and solutions using research methodologies.

Core Competencies

Consumer Insight and Research, Quantitative and Qualitative research, Segmentation, Max-diff, Conjoint, Van Westendorp price sensitivity, Data Analytics (SPSS, Power BI, SQL, ETL), Survey Design (Decipher, Confront, Qualtrics), Tracker Management, i-HUT, focus groups AI, and Ad hoc projects, Client consulting and Stakeholder relations.

Career History

June 2023 – Present

Bilendi & ResponDi.

Senior Project Manager – Client Services

Achievements

- First **three months** on existing role resulted in stream of periodic **longitudinal end-to-end research engagements** that blend insight generation with actionable outcomes. Single point of contact for these new clients resulting in **38% increase** in full-service contracts.
- Recognized as a **top independent contributor** for full-service projects year 2024-2025, demonstrating my commitment to delivering high-quality results.
- **Directed and successfully delivered** consumer research for **UK council** transport ad-campaigns, global healthcare **concept tests** among facility manager, automotive dealer studies for **leading reseller**, and **in-House product testing** of spirits, consistently driving positive, data-backed business decisions.

Sept 2015 – Oct 2021

Dynata Pvt Ltd.

Senior Project Manager – Client Services

Achievements

- Immaculate 380 delivered Projects – Mix of Quantitative and Qualitative, Adhoc-Trackers, Diary Studies with average **CSAT score of 4.92** with revenue of **USD \$800K in year 2021**.
- Initiated and delivered successfully on **3 different pilot products from Dynata** which converts to returning business worth **\$500K** in quarter revenues.

Apr 2010 – Aug 2015

NS Matrix Pvt Ltd. (Former Global Market Insight, Kantar Group)

Team Lead Asia Pacific – Sampling Market Research

Achievements

- Increased the team size by **6 times** spearheading a team of 18-member strong team on benchmarked KPI, Service level agreements and zero-turnover. **Exceeding Quarter revenue by 20%** each year.
- As a team lead for the Asia Pacific region, I am responsible for allocation of resources, guiding and benchmarking SLA's for the projects, managing key milestones of projects, KPI metrics of team members, corresponding with key stakeholders for brief research, stage plans and ensuring the quality of logic, results and single point of contact for the escalation management.
- Founding member of APAC Sample team in GMI India operations. Subject Matter expert for research methodologies and responsible for cross functional training and Development as a part of process improvements.

Programming Experience

Apr 2007 – Jan 2010

Toluna | Coremind Techo Services

Associate Project Lead | Senior Programmer

Achievements

- Managing and mentoring team of 12-member team for Scripting Level 3 - Level 5 complexity surveys, implementing logics in FORSTA tool using java script, html - Conjoint, Max Diff, Segmentation, driver analysis, Priority punching & Flash Integration top line reports to extract inferences, parametric tests, generating, optimizing, and managing run time links for tracking of the projects.

Education

Msc Business Analytics

Queen Mary University, London (2021 – 2022)

Post Graduate Diploma in Business

Fore School Management, Delhi (2010 – 2013)

Administration

Bachelor of Technology (IT)

Guru Gobind Singh IP University, Delhi (2002-2005)

Skills

- Proficient in extracting and management of rich panel sources using established Market research tools and methodologies - **Decipher, Conformat, IBM SPSS, GA4**, Power BI, **ETL**, QuestionPro, Survey Monkey, Qualtrics.
- Pipelines of Data, Ensuring the quality of response variables using the **Data wrangling, feature engineering, Modeling and Visualizing**.
- Data modelling Creation, Report designing, Data investigation using **SQL**, and **Power BI**.
- Ad-effectiveness using **A/B Testing, Web Scraping** using API.
- **Project - predictive modeling using Machine Learning algorithm** using univariate time series analysis in Python. Used Power BI for BI tool and GitHub for source control development environment.

Interests & References

Avid reader, Tender & Bid Management, Photography and Coffee aficionado | References available on Request