Senior level hiring at Synovate India

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26 July 2007 - INDIA â€" Global market research company Synovate today announced the appointment of senior market research professionals in Delhi and Mumbai.

Jaisy Desai has been appointed to head qualitative research for Synovate India's western market. An MBA from Jamnalal Bajaj Management Institute, in Mumbai, with over 15 years' work experience, Jaisy has moved from ORMAX - a leading qualitative research boutique company. Her work experience spans other leading market research companies like TNS, IMRB and ACNielsen ORG MARG.

Apart from the scale of category exposure - handling clients across categories such as Nestle, Colgate, HLL, BPL, Lakme, Castrol, Godrej Sara Lee, Leo Mattel, Phillips, Wipro, GSK and AOL - Jaisy has extensively worked in the areas of ad-testing, usage and attitude studies, concept and product testing, customer need analysis and trend analysis, among others.

Meeta Luthra has joined Synovate Loyalty â€" the company's customer loyalty practice - as associate director.

Meeta moves from IMRB International and her work experience straddles research and consultancy. While having spent a large part of her career in the customer satisfaction division of IMRB, she started her career with Godrej and Boyce Manufacturing Co. in 1996. Her sectoral experience spreads across hospitality to logistics to telecom, retail, petroleum, financial services, manufacturing, et al.

Deepak Dasila becomes senior project director, quantitative with Synovate Mumbai, also moving from IMRB International.

Deepak previously worked as general manager client services with the International Institute of Research, Sydney (a member of Informa, UK) and with the International Quality & Product Centre, Sydney, Australia.

Deepak is a 1999 MBA pass-out from Dr Baba Saheb Ambedkar Institute, Aurangabad. He has done some crucial client-centric work in the areas of: brand-tracking, ad-testing, usage and attitude (U&A) studies, and segmentation studies.

A voracious reader, off work he is either seen watching/playing cricket and tennis or is often bitten by the travel bug.

Sumit Arora has joined Synovate Delhi from JD Power & Associates, Singapore. Designated a senior project director, Sumit adds senior level expertise to the quantitative research team and will primarily be doing critical client work in Synovate Motoresearch the company's automotive research practice.

Apart from being involved in strategic work for all major 4-wheeler and 2-wheeler clients, Sumit has expertise in advanced tracking programmes for liquor, newspaper industry and camera brands; usage & attitudinal studies for telecom, liquor and OTC drugs; product testing for FMCG and liquor categories; and static and dynamic testing for 2-wheelers.

Sumit has an MBA Marketing degree from IISW & BM, Calcutta University.

He is a gastronome for north Indian and Italian food. And in his spare time he is either spotted jogging, playing cricket or catching his favourite motion picture.

Synovate India managing director Alok Shanker says his company is carrying out strategic recruitment. "Synovate India is a relatively younger set-up, considering we are only three years old. Taking advantage of Synovate's leading-edge research tools and worldwide network, our global clients are increasingly using specialised market research in the Indian subcontinent. Hence, there is a constant need for Synovate India to strengthen its client servicing teams," commented Mr. Shanker.

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About Synovate

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 5,700 staff in 118 cities across 52 countries.

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