

Ayush Tiwari

7251050131 / ayusht936@gmail.com/ linkedin.com/in/ayush-tiwari-62b908161

CAREER SUMMARY

Strategic and results-driven Market Research Team Lead with over 3+ years of experience in driving data-driven insights, managing cross-functional teams, and delivering impactful market analysis. Adept at developing research methodologies, interpreting complex data, and presenting findings to stakeholders. Proven track record of leading successful projects that inform business strategies and fuel growth.

WORK EXPERIENCE

Fuld & Company

Senior Strategic Research Analyst

Noida, Uttar Pradesh

April. 2024 – Present

- Lead a team of researchers to conduct in-depth market analysis and deliver actionable insights to internal and external stakeholders.
- Managed client relationships throughout the project lifecycle, ensuring clear communication and alignment with research objectives, which contributed to successful project delivery.
- Led project communications with global clients, including large corporations and consulting firms, managing key projects such as supplier sourcing, vendor intelligence, and RFI/RFP processes to ensure they met project goals and were delivered on schedule.
- Provided clear, concise project updates and status reports to clients, maintaining transparency and ensuring all stakeholders were aligned with project milestones and deliverables.
- Developed and executed customized project solutions to resolve client challenges, contributing to enhanced satisfaction and successful project outcomes.
- Collaborate with product, sales, and marketing teams to align research findings with business objectives.
- Oversaw the end-to-end management of supplier relationships, ensuring that collaboration and responsiveness were optimized to meet project specifications and timelines.

Phronesis Partners

Senior Research Associate

Noida, Uttar Pradesh

Oct. 2022 - Mar. 2024

- Assisted in the execution of market research projects, including data collection, data cleaning, and analysis
- Managed client relationships throughout the project lifecycle, ensuring clear communication and alignment with research objectives, which contributed to successful project delivery.
- Conducted comprehensive project data analysis, delivering actionable insights and strategic recommendations that informed client decision-making and project outcomes.
- Utilized skills to analyze quantitative and qualitative data using tools like SPSS and Excel, ensuring the identification of key patterns, trends, and insights that guided project direction.
- Designed and implemented research methodologies within project frameworks, including survey questionnaires, discussion guides, and sampling techniques, to collect accurate and actionable data that supported project goals.
- Successfully managed multiple research projects simultaneously, ensuring adherence to deadlines and maintaining the quality of deliverables, which led to the achievement of project objectives.
- Led the training and mentoring of junior team members, fostering their professional growth and enhancing team performance, contributing to the overall success of project execution.
- Developed research methodologies as part of project planning, ensuring that data collection processes were well-structured and aligned with project requirements.

Phronesis Partners

Research Associate

Noida, Uttar Pradesh

Feb. 2021 - Sep. 2022

- Skilled in conducting primary research using various methods such as online surveys, focus groups, interviews, and observational studies.
- Skilled in good communication, analytical thinking, group discussion and research.
- Working upon various projects across industries. Conducting research with C-level and middle level executives to gain their insights on different technologies.
- Expertise in secondary research skills like Executive search, Data Extraction, etc. and using tools like Hoovers, LinkedIn for secondary projects.

CORE COMPETENCIES

- Market Research & Analysis
- Data Visualization & Reporting
- Strategic Planning & Execution
- Competitive Intelligence
- Client Relationship Management
- Interpersonal communication
- Team Leadership & Development
- Decision-making
- Critical thinking

TECHNICAL SKILLS

- Research Tools: [LinkedIn, Capital IQ, ZoomInfo]
- Data Analysis Software: [Excel, SPSS]
- Project Management

ACHIEVEMENTS

- Spearheaded a market research project that led to a [X]% increase in market share.
- Recognized with [Award/Recognition] for outstanding contributions to market research initiatives.
- Successfully managed [X] client projects, delivering insights that influenced key strategic decisions.

EDUCATION

DIT University

B.Tech- Mechanical Engineering (Specialization in Automobile)

Aug.2016-May 2020

Dayanand Saraswati Inter College

High School

Arp 2014 - Mar. 2016

The Jain International School

Secondary School

Arp 2014 - Mar. 2016

HOBBIES AND INTERESTS

Cooking, Hiking, Traveling