

Doaa Elakkad

Head Of Market Research

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[Bold Profile](#)



Experienced **Market Researcher** with 10 years of expertise in commercial cooperation and strategic planning. Skilled in conducting market research to identify investment opportunities and provide insights for top management. Proficient in qualitative and quantitative research to measure customer satisfaction and assess market trends. Expertise in managing commercial cooperation initiatives to expand airline market share. Strong leadership in guiding research teams and driving data-driven strategies.

Skills

Situational analysis	■ ■ ■ ■ ■
Data analysis	■ ■ ■ ■ ■
Microsoft office	■ ■ ■ ■ ■
SPSS	■ ■ ■ ■ ■
Manage multiple projects and leading team professionally	■ ■ ■ ■ ■
Teamwork and collaboration	■ ■ ■ ■ ■

Work history

2024-07 - Current	Head of Market Research <i>EgyptAir, Cairo</i> <ul style="list-style-type: none">Set research objectives and design research methods based on business needs.Lead and monitor subordinates to ensure work tasks are completed according to the project management planEvaluate methods and procedures for collecting data such as surveys, opinion polls, questionnaires, IDIs or focus groupsPrepare final reports and presentations to be delivered and discussed with top management and decision makers.
2024-07 - Current	Market Research Expert <i>Star Alliance, MRE Member, Cairo</i>

- Assist in the design and development of Star Alliance questionnaires utilizing the Net Promoter Score (NPS) methodology.
- Ensure validation of quota requirements to maintain alignment with the core values and standards of the alliance.
- Prepare and share comprehensive reports with top management, providing key insights and recommendations.

2021-09 - 2023-01

Head of Market Research team

Broketopia for real estate

- Establish policies and best practices for gathering and analyzing market conditions, competitor insights, and consumer trends.
- Lead and manage a team of researchers to ensure high-quality data collection and analysis.
- Conduct comprehensive competitive analysis.
- Oversee research on new real estate mobile applications, including tools, features, UX/UI design, and user engagement.
- Conduct buying behavior studies, focusing on usage patterns and consumer attitudes.
- Analyze and present research findings to key stakeholders, including Sales, R&D, and senior management, to support strategic decision-making.

2019-01 - 2021-08

Senior Market Research

Egyptair Airlines , Cairo

- Conduct qualitative and quantitative research to gather insights on consumer demographics, preferences, needs, and purchasing behavior to identify potential markets and key factors influencing product demand.
- Design and administer online surveys using SurveyMonkey to measure and assess customer satisfaction.
- Conduct mystery shopping evaluations to assess service quality and oversee the recruitment of mystery shoppers.
- Perform concept testing in targeted markets to assess the viability of new services.
- Analyze and interpret data using statistical tools such as Excel and SPSS to generate actionable insights.
- Prepare and contribute to PowerPoint presentations.

2021-08 - 2022-07

Mystery Shopper

G.W.R Consulting

- Interacting with employees over the phone, Inspecting the store's environment, Purchasing random and specific items to assess product quality
- Completing and submitting a written report detailing the shopping experience after each store visit

2015-01 - 2019-12

Market Research& Strategic Partnerships Specialist

Egyptair Holding Co.

- Conduct in-depth analysis of the global aviation market, assessing traffic flow, market demand, and monitoring key target markets.

- Identify and evaluate potential strategic partners based on business needs and growth opportunities.
- Perform comprehensive desk research on prospective cooperation partners to support decision-making.
- Utilize marketing intelligence systems including Lufthansa DDS, to analyze market size and regional market share.
- Strengthen EgyptAir's presence in strategic and global markets beyond its current capabilities through codeshare partnerships, aligning with top management's strategic vision.
- Negotiate, implement, and manage partnership functions, including cooperation scope, network expansion, financial, operational, technical, and IT requirements.
- Prepare and deliver reports, presentations, and strategic cooperation plans for top management.
- Organize and participate in meetings, define cooperation timelines, draft agreements, and drive partnership expansion with EgyptAir's global partners.
- Develop and implement internal and external communication strategies to effectively achieve organizational goals.

2011-01 - 2015-12

Accountant

Egyptair Maintenance and Engineering, Cairo, Cairo Governorate

- Evaluating and calculating costs for maintenance services Egyptair deliver to customers' aircrafts
- Working with marketing department to evaluate and study prices we deliver
- Competitive analysis for the prices that helps top management for taking decision if it's valuable cooperation or not

2010-01 - 2011-12

Customer Service agent for market research

Vodafone Egypt

- Calling customers for a phone survey and take their opinions on Vodafone new offers



Education

2005-01 - 2009-01

Faculty Of Commerce

Cairo University

2018-01 - 2020-01

Master of business administration: Marketing

Arab Academy for Science, Technology & Maritime



Courses and Certificates

2025-03

Learning Excel: Data Analytics

2025-02

An Intuitive Introduction to Probabilities (University of Zurich)

2025-01

Marketing Foundations: Analytics

2021-06	Professional Digital Marketing, Udacity FWD scholarship
2021-01	Mystery Shopping Training, G.W.R Consulting (Lebanon)
2018-03	Foundation Certificate In Marketing, AUC (American University in Egypt)
2018-02	International Negotiation Skills, AACO (Arab Air Carriers)
2017-12	Certificate Achievement of Marketing and Sales, AUC (American University in Egypt)
2017-07	Advanced Sales and Distribution Strategies Carriers, AACO (Arab Air Carriers)
2015-01	Fundamental Marketing Workshop, Core management sponsored (Greek Camps)
2010-07	Basic Business Skills Acquisition, Future Generation Foundation (Cairo University)



Languages

Arabic

English



Personal Information

- Date of Birth: 01/10/88