**SWAPNIL SUDHIR GARGE**

**PROFESSIONAL EXPERIENCE:**

***Research Executive: Ipsos India Pvt. Ltd. November ‘15 – Present***

**Maruti Suzuki POC Brand Track: Brand health tracking for the Pre-Owned Cars portfolio**

* **Client Servicing:**
  + Regular interaction with Brand Managers and client executives handling the POC portfolio at MSIL to understand their requirements
  + Single point of contact, handling additional client requirements and data requests
* **Research Analytics:**
  + Analyzing and delivering detailed monthly and quarterly reports on the health of key brands
  + Overseeing and coordinating with data processing teams, modifying analysis plans as and when required
* **Field Co-ordination:**
  + Preparing and modifying the Questionnaire Kits and Stimulus
  + In charge of pan India logistics and daily field work tracking for timely completion of the study
  + Conducting on-field quality checks at regular intervals
  + Responsible for scrutinizing and modifying budgets for fielded studies, tracking expenses and planning for maximum profitability

**Kellogg’s India Pvt. Ltd: Brand health tracking for corn flakes category**

* **Field Co-ordination:**
  + Preparing and modifying the Questionnaire Kits and Stimulus
  + Conducting on-field quality checks at regular intervals
  + Responsible for scrutinizing and modifying budgets for fielded studies, tracking expenses and planning for maximum profitability
* **Research Analytics:**
  + Working on Ipsos proprietary tools of brand and communication tracking
  + Assisting in analyzing and delivering detailed monthly and quarterly reports on the health of key brands
  + Overseeing and coordinating with data processing teams, modifying analysis plans as and when required

**Google India Pvt. Ltd: Various ad hoc projects on brand and communication tracking of Google products such as Google Duo, Google Chrome etc.**

* **Client Servicing:**
  + Proposal and questionnaire creation as per the scope of the study
  + Regular interaction with product Managers handling specific product portfolio to understand their requirements
  + Single point of contact, handling additional client requirements and data requests
* **Research Analytics:**
  + Working on Ipsos proprietary tools of brand and communication tracking
  + Analyzing and delivering the final report to the client
  + Overseeing and coordinating with data processing teams, modifying analysis plans as and when required

**Unilever Ltd: Various Ad Hoc projects on Product Testing, Brands and Innovations for Unilever Ltd.**

**(For Laundry, Foods, Hair-care and Oral-care Division)**

* **Client Servicing:**
  + Proposal and questionnaire creation as per the scope of the study
  + Regular interaction with product Managers handling specific product portfolio to understand their requirements
* **Research Analytics:**
  + Working on Ipsos proprietary tools for innovation and product test
  + Analyzing and delivering the final report to the client
  + Overseeing and coordinating with data processing teams, modifying analysis plans as and when required

Was instrumental in working on Ipsos’s concept testing tool- FCT (Fast Concept Test) in India for the first time

**Britannia Ltd: Conducting Pack tests for Britannia’s Innovations**

* + Analyzed and compared the Innovation packs against the Premium competition brand packs to understand the preference of innovation
  + Presented and handled preparation of the final reports
  + In charge of the complete deployment and ensured that the study was successfully executed
  + Prepared the analysis plan, establishing clear guidelines for tabulation and presentation of data

**Wipro Ltd: Post Launch evaluation for categories such as Body lotion and Fabric conditioner**

* + Proposal and questionnaire creation as per the scope of the study
  + In charge of the complete deployment and ensured that the study was successfully executed
  + Prepared the analysis plan, establishing clear guidelines for tabulation and presentation of data

***Research Executive, Trainee: TNS India Pvt. Ltd. August’14 – November’15***

**Inbisco Brand Track (Confectionery): Brand health tracking for the Candies**

* **Field Co-ordination:**
  + Preparing and modifying the Questionnaire Kits and Stimulus
  + In charge of pan India logistics and daily field work tracking for timely completion of the study
  + Conducting on-field quality checks at regular intervals
  + Responsible for scrutinizing and modifying budgets for fielded studies, tracking expenses and planning for maximum profitability
* **Research Analytics:**
  + Analyzing and delivering detailed monthly and quarterly reports on the health of key brands in the confectionery category
  + Overseeing and coordinating with data processing teams, modifying analysis plans as and when required

**Mondelez Brand Track (Chocolates): Brand health tracking for the Chocolates portfolio**

* **Field Co-ordination:**
  + Modifying the Questionnaire Kits and Stimulus
  + In charge of pan India logistics and daily field work tracking for timely completion of the study
  + Conducting on-field quality checks at regular intervals
  + Responsible for scrutinizing and modifying budgets for fielded studies, tracking expenses and planning for maximum profitability

**EDUCATION:**

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| --- | --- | --- | --- |
| **Course** | **Institute/University** | **Grade** | **Year** |
| PGDBM – Marketing | N.L Dalmia Institute of Management studies and Research / AICTE | First Class | Feb 2014 |
| B. Com: A/c & Fin | Mulund College of Commerce / Mumbai University | Distinction | June 2010 |
| HSC Std. XII (State Board) | Mulund College of Commerce | Distinction | June 2007 |
| SSC Std. X (State Board) | Smt. N.G. Purandare Highschool | Distinction | June 2005 |

**TECHNICAL SKILLS:**

* **Miscellaneous Software Familiar With:** MS Office 2000 - 2010, Survey Reporter

**POSITIONS OF RESPONSIBILITY:**

* Active member of Staff planning committee at **Ipsos Pvt. Ltd** from April 2016
* Secretory (Marketing division): Placement committee: **N L Dalmia** Institute of Management Studies and Research
* Cultural Secretory (09-10): **Mulund College of Commerce**
* School Captain (04-05) of **Smt. N.G. Purandare High school**

**EXTRA-CURRICULAR ACTIVITIES:**

* **Winner of Maadhyam’13** – An All India Marketing Paper presentation competition held at N. L. Dalmia Institute

of Management Studies and Research

* Represented N L Dalmia Institute of Management studies and Research at **BMA- Young Manager’s Summit**
* Recipient of **Best Student: All-rounder and team player** at Mulund College of Commerce (2010)
* Recipient of **Best Student** award at Smt. N.G. Purandare High school (2005)