

Irfan Manzoor

7 Years Overall Experience

Consultant with 6+ years of experience in digital advisory for clients across multiple domains, translating business needs into strategic cloud solutions and comprehensive audits. Played a pivotal role in a Big 4s Microsoft partnership, delivering high-impact collaboration and innovation. Adept at presales bid solutioning, strategizing win themes, and pricing for key business RFPs, with a strong focus on stakeholder engagement and driving digital adoption for measurable business value.

Industry

- Market Research

Functional Areas

- Consulting
- Consumer Insights
- Market Intelligence
- Primary Market Research
- Detractor Management
- Brand Health Tracking

Education

Indian Institute of Management, Indore (IIMI)

MBA

2025-26

Sree Narayana Mangalam Institute of Management & Technology, Kerala

Bachelor of Technology (Mechanical)

2009-13

Certification

Data Scientist

Certification from Simplilearn

2020

Accomplishment

Employee Recognition

Nominated as the “Employee of the quarter” at KANTAR in Q4 2018

Education

Indian Institute of Management, Indore (IIMI)

MBA

2025-26

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Bachelor of Technology (Mechanical)

2009-13

Experience

Feedback Market Research, Dubai

11 Months

Senior Research Executive

Jun' 22 - May' 23

- Delivered research insights across projects that improved client decision-making on customer experience strategy – (Total revenue from projects exceeding AED 4 million) – Managed and Trained 4 junior researchers, won repeat and new projects from multiple clients.
- Led end-to-end Customer Experience and Pricing studies including questionnaire design, data analysis, reporting & dashboard management.
- Operated across sectors such as Real Estate, FMCG, Retail, and Automotive – each with varying and challenging requirements.

4SiGHT Research & Analytics (Now 4BC Global), Dubai

12 Months

Consultant

Mar' 21 - Mar' 22

- Presented actionable research recommendations to clients, addressing key concerns and improvement areas to help them deliver services aligned with customer expectations – (Total revenue from projects exceeding AED 2 million).
- Planned and executed the full lifecycle of CX projects from design to delivery across MENA as per the requirements and schedule.
- Operated across sectors such as Retail, Automotive, Real Estate and Energy.

4SiGHT Research & Analytics, KSA

3 Years 6 Months

Senior Research Executive

Dec' 19 - Mar' 20

- Delivered detailed insights for telecom and banking clients, enhancing loyalty tracking programs – (Total revenue from projects exceeding SAR 1.2 million).
- Led end-to-end Customer Experience and Mystery Shopping studies including questionnaire design, data analysis & reporting.
- Led country wide projects, adapting research design and insights to regional market nuances, ensuring relevance and impact for telecom and banking clients.

Mashreq Bank, UAE

5 Months

Service Manager

Jun' 19 - Nov' 19

- Improved detractor management process through thorough data analysis, deep dive on the voice of customers to form actionable insights for the segment/channel owners (Closing the loop) which resulted in 30% improvement in overall NPS of the Bank.
- Ensured the completion of detractor management plans within the timelines and helping the segment/channel owners to formulate the action plan.
- Planned, monitored and evaluated the impact of the detractor management plans put to action by the customer segment/channel owners.

KANTAR, Dubai

3 Years 3 Months

Research Executive

Mar' 16 - May' 19

- Presented actionable research recommendations to clients, addressing key concerns and improvement areas to help them deliver services aligned with customer expectations – (Total revenue from projects exceeding AED 8 million).
- Managed full lifecycle of CX projects from design to delivery across MENA.
- Focused on Retail, Automotive, Real Estate and Energy sectors.

Sixthfactor Consulting, Dubai

6 Months

Research Assistant

Apr' 15 - Oct' 15

- Played a critical role in feasibility studies and in developing comprehensive research reports.
- Made transcripts of recorded interviews, qualitative data coding ,questionnaire design, supervised FGDs & prepared summary sheets.
- Coordinated qualitative and quantitative research activities for consumer-focused projects.

IDS Research & Consultancy

6 Months

Field Supervisor

Sep' 14 - Mar' 15

- Led a 20-member team in executing data collection for quantitative and qualitative research projects, including complex CLT studies; ensured quota adherence and upheld data quality standards – (Total revenue from projects exceeding AED 1.5 million).
- Trained interviewers and led studies using CAWI, CAPI, CATI methodologies.
- Conducted data collection and quality control of the data for telecom, IT, and FMCG industries.