

MANOHARA N. NADIG

Founder & Director | Consumer Insights, Analytics & Business Intelligence Leader

! +91 93421 87704 | ✉manohara.nadig@manasvisolutions.com | Bengaluru, India

www.manasviinsights.com | www.sunkhyasphere.com

PROFESSIONAL SUMMARY

Founder-led insights and analytics leader with 23+ years of experience (since March 2002) across Consumer Insights, Market Research, Advanced Analytics, and Marketing Strategy. Proven expertise in building and scaling insight businesses, advising CXOs, driving profitable growth, and mentoring high-performance teams. Deep leadership experience with Kantar, TNS, and Genpact, complemented by entrepreneurial ventures.

ENTREPRENEURIAL EXPERIENCE

Founder & Director | Manasvi Insights & Analytics (2019 – Present)

- Founded and scaled an independent insights and analytics firm serving FMCG, Automobiles, Durables, Jewellery, Telecom, and E-commerce sectors.
- Led Brand Tracking, Customer Satisfaction, U&A, Concept & Product Testing, Pricing Research, Market Mapping, and Segmentation studies.
- Acts as a strategic advisor to senior leadership teams; built and mentored consulting teams.

Co-Founder | Sunkhya Sphere Global Private Limited (2025 – Present)

- Co-founded a data analytics and business intelligence firm delivering advanced analytics, forecasting, dashboards, and decision-support systems.
- Integrates market research, BI, and financial analytics for leadership decision-making.

CORPORATE LEADERSHIP EXPERIENCE

KANTAR | Vice President (2012 – 2020)

- Led Consumer Insights & Market Research with P&L responsibility and revenue growth.
- Trusted advisor to marquee clients; led cross-functional teams across agencies.
- Scaled key accounts 3X in 3–4 years; recognized by APAC Board; Bronze award for digital innovation.

KANTAR / TNS | Senior Leadership Roles (2006 – 2019)

- Progressive roles including Associate Vice President, Research Director, Group & Senior Project Director.
- Managed large client portfolios, senior stakeholders, and multi-location teams.

GENPACT | Assistant Manager (2010 – 2012)

- Managed quantitative research, proposal development, research design, client servicing, and delivery.

EARLY CAREER (SUMMARY)

TNS India Pvt Ltd (2006 – 2010): Led customized and syndicated research across Automobiles, Consumer Goods, and Telecom.

Rangsons Marketing Services Pvt Ltd (2002 – 2006): Market research, forecasting, market sizing, and test marketing.

KEY SKILLS

Multivariate Analysis | SEM | Time Series & Forecasting | Conjoint Analysis | Market Segmentation | Strategic Consulting | Team Leadership

EDUCATION

PGDM – Marketing & Systems, SDM Institute for Management Development, Mysuru (2002)

B.E. – Industrial & Production Engineering, The National Institute of Engineering, Mysuru (1999)

