Vineet Kumar

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SUMMARY

Strategic Insights and Market Intelligence leader with 19+ years of APAC experience helping organisations understand consumers, markets, and emerging trends to make better business decisions. Experienced in translating research, data, and market intelligence into clear recommendations that support strategic planning, brand development, customer experience, and growth initiatives.

Experienced partnering with senior stakeholders across regional and multi-market environments to uncover unmet needs, identify whitespace opportunities, and develop evidence-based growth agendas. Hands-on across the full insight lifecycle, from problem definition and research design through to analysis, storytelling, stakeholder engagement, and activation.

WORK EXPERIENCE

Director, Research & Insights | **Havas Media**
08/2015 – 01/2026, Singapore

- Led strategic insight programmes across APAC, helping organisations identify growth opportunities through deeper understanding of consumers, categories, competitors, and emerging market dynamics.
- Designed and delivered customised research programmes spanning segmentation, brand health tracking, customer experience, category assessment, market intelligence, campaign effectiveness, and growth strategy development.
- Advised clients on strategic business challenges through evidence-based recommendations, including ENGIE's customer and business transformation strategy, Perrier-Jouët's wine category and consumer opportunity assessment, M1's customer and brand tracking programmes, and Destination NSW's tourism and competitive landscape analysis.
- Facilitated strategic workshops and stakeholder engagements, translating consumer, cultural, and market intelligence into actionable commercial, brand, and customer experience initiatives.
- Authored thought leadership on emerging consumer behaviours, economic pressures, wellness, sustainability, and AI adoption, helping clients anticipate market shifts and future growth opportunities.
- Developed advanced analytical frameworks integrating primary research, syndicated data, behavioural signals, and digital analytics to support strategic planning and decision-making.
- Managed relationships with syndicated data providers, panel partners, and research suppliers including Nielsen, Kantar, YouGov, Dynata, Cint, Rakuten Insights, Milieu, and Kantar Profiles across multiple markets.

Senior Manager Insights, Team P&G | **Mediacom**
08/2012 – 06/2015, Singapore

- Directed joint business planning and insight development for leading FMCG and premium brands across Asia, embedding consumer understanding into brand, category, and communications strategies.
- Led SK-II's weekly Brand Health Tracker end-to-end, from questionnaire design and survey management through to analysis, interpretation, and strategic recommendations for premium skincare growth.
- Developed a cross-market framework to predict advertising wear-in and wear-out, enabling more effective creative rotation strategies and improving media investment effectiveness.

- Delivered consumer, brand, and category insights across multiple product categories, helping stakeholders strengthen positioning, optimise communications strategies, and identify growth opportunities.
- Worked closely with planning, client, and regional teams to translate consumer understanding into actionable commercial recommendations.

Senior Business Manager, Team P&G | **Mediacom**
10/2008 – 07/2012, India

- Diagnosed business and marketing challenges for leading FMCG brands, developing consumer-led strategies grounded in category, brand, and market understanding.
- Partnered with clients and research providers to identify growth opportunities, optimise media investment decisions, and strengthen brand communications.
- Delivered strategic recommendations across categories including haircare, skincare, and home care, integrating consumer behaviour, competitive intelligence, and market context.
- Collaborated with cross-functional teams to translate insights into media, communications, and business planning decisions.

Senior Research Executive | **Taylor Nelson Sofres (Kantar)**
06/2006 – 09/2008, India

- Designed and managed customised research programmes for FMCG clients covering brand equity, segmentation, need-state analysis, usage & attitude studies, concept testing, product evaluation, campaign measurement, and consumer understanding.
- Delivered actionable insights that informed brand, category, and commercial decisions.
- Contributed to quality assurance processes and knowledge development initiatives across the research practice.

EDUCATION

MBA - Marketing & Operations | **Indian Institute of Technology**
04/2004 – 04/2006, India

Bachelor of Technology - Chemical Engineering | **Institute of Engineering & Technology**
03/2000 – 03/2004, India

CORE CAPABILITIES & SKILLS

- **Strategic Insights & Market Intelligence:** Consumer Insights, Category Intelligence, Market Intelligence & Competitive Analysis, Trend Identification & Forecasting, Opportunity Identification, Strategic Planning Support
- **Consumer Understanding:** Segmentation & Audience Frameworks, Need-State Analysis, Customer Journey Mapping, Brand Health & Equity Tracking, Behavioural & Psychographic Analysis, Concept Testing, Product Evaluation
- **Research & Analytics:** Quantitative & Qualitative Research, Marketing Effectiveness & ROI Analysis, Market Mix Modelling (MMM), Insight Generation & Synthesis, Dashboarding & Visualisation
- **Data & Technology:** AI-Assisted Research Workflows, Multi-Source Data Integration, Dashboard Development & Automation, Audience Intelligence Platforms, Power BI, SPSS, Tableau, Advanced Excel, Gemini, Perplexity, Google Meridian, Nielsen Media Index, Global Web Index (GWI), YouGov Profiles, TGI-3D, TAM, MAP, Euromonitor, Synthesio, BrandWatch, Quid AI
- **Leadership & Influence:** Executive Storytelling, Strategic Workshop Facilitation, Cross-Functional Stakeholder Management, Regional & Multi-Market Collaboration, Vendor & Partner Management

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LANGUAGES

English (Bilingual or Proficient (C2))

Chinese (Mandarin) (Beginner (HSK 3))

French (Elementary (A2))

Hindi (Bilingual or Proficient (C2))