**Tauseef Ali**

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# CAREER OBJECTIVE

Organized and result-driven professional with 7+ years of experience looking for employment in an Organization, seeking to implement extensive background in developing Research strategy.

**Key skills**
Market Intelligence, Secondary Research, Bespoke Research, Go to Market Strategy, Business Research, Industry Research, Industry Trends, Market Insights, Product Research, Competitive Landscape, Market Landscape, Customized Report, Company Analysis, Business strategy planning, Market assessment, Market strategic entry, Return on Investment, Technological Research, Business Consultation & Suggestions, Competitive Analysis, PowerBI, Vlookup, Hlookup, Pivot table, Financial Data collection, Data Forecasting etc.

# WORK EXPERIENCE

**Sr Research Analyst– Motherson Sumi Infotech & Designs – Business Research & Consultation**

**(Feb’19-Present)**

*Responsible for managing business Research, Company Analysis, Competitor Analysis, Industry research, for IT, Automotive & Manufacturing Sector etc.*

## Job Responsibilities:

Project Management and Delivery:

* Ownership of **project delivery** and **project management**
* Responsible for core content and deliverables of assigned projects, project organization and timelines & Managing Team size of 2 subordinates.
* Carry out business News Research to understand current Industry scenario in better way**.**
* Geography wise Business Research which helps in Market Strategy.
* Recognized for high quality **driving business research for Product Development strategy**
* Developing & implementing the deep Research methods to get organization’s goal.
* Competitive Intelligence & Analysis and interpretation
* Analyzing and making report on Use cases for various Technology
* Country based Research on bases of IIOT & other IT Technology
* Carrying out Trend Analysis/ Research such as IoT, AI, ML, Industry 4.0 etc.
* Carrying out Market Intelligence Report/study towards target Industries
* Carrying out Product Research/ Features Matrix and end to end Business research to achieve Organizational goal.
* Writing detailed reports and presenting results.
* Market Analysis (Quantitative and qualitative) & Go to Market Strategy
* Led multiple recurring projects for continuous updates on competitors and industry

**Projects Supervised:**

* Landscaping project on Payment Industry & opportunity identification for partnering/ collaborating/ acquiring novel technologies and products as per Information Technology.
* IDACS features and Market positioning Research study
* E-Board suit’s Market and Features landscape & Use cases for Digital Twin for Various Industry
* Customized Market Insights Report on IT product & Services
* Project handled on Recreational Vehicle Industry for Pricing and Product strategy
* A full assessment of Technologies such as Technical Challenges (Pain Point)
* Supervised multiple **scientific and commercial landscape projects** to deliver the Market scenario of a geography under study to help the company
* **Opportunity assessment**: identification of potential technologies/ growth & Tec. Challenges

**Achievements**

* Back to Back appreciation E-mail from onshore client

 **Marketing Research Analyst– Global Upside – Business Research**

**(Dec’17-Feb’19)**

*Responsible for Company Research, Company Analysis, for various IT & Manufacturer & consulting domain*

## Job Responsibilities: -

* Actively involved in Company Analysis/Research of the companies who are expending globally
* Opportunity assessment and competitive landscape mapping through a secondary market research
* Use the data gathered during the research to carry out market analysis
* Interpretation and analysis of Technical Changes, Funding, global expansion, Investment etc.
* Gathering valuable financial Insights from pitchbook and placed in research report.

**Research Associate, Unimrkt Research –Information Technology-Business Research & Consultation (Jan’ 15 – Nov’ 17)** *Responsible in-depth research of geography and Industry for different clients as E-Commerce, FMCG, Consulting services, IT, Manufacturing,*

## Job Responsibilities: -

* Actively involved in planning and execution of systematic Industry and Company research
* Worked on Smart Car Industry research
* Feasibility report on food park investment in India
* Carried out KOL Profiling for healthcare domain as well
* Contribute to execution of the client project through research and analysis of the data gathered
* Executed Digital Healthcare and Medical wareables devices Research.
* Executed feasibility report on “Tusci” Hamox and Paracol
* Interpretation and analysis of collected research data to formulate reports
* Coordinating project updates and reports with relevant projects
* Developed sound understanding and exposure of industries
* Strong awareness of market research, current developments, leading products, and key players in the market

# PROFESSIONAL ACHIEVEMENTS

* Back to back winner of Innovation for research & Development methods.
* Appreciation letters from clients on quality of deliverable and precisely addressing the business need
* LOC (League of Champion) award consecutively for 3 quarters

# DATABASE KNOWLEDGE/ Research Tools

DiscoverORG, Owler, Hoovers, Gartner, ZoomInfo, Rocket search, owler, Pitchbook, Financial Times, Gartner, Zing, Boolean Search, Financial Report, XING.Com, Tech. Republic, Crunch Tech, Google Trends, Satista, Tablue Public, Google Analytics, Make My persona, Google Key word Planner , Google Alert, Pew Research Center etc.

# Business Tool Knowledge

 Knowledge of Power BI(Beginner)

# EDUCATION

* Master of Business Administration from A.M.U, Aligarh
* Bachelor of Psychology from Mahatma Jyotiba Phule Rohilkhand University, Bareilly

# CERTIFICATION

# Global Marketing Research & Analytics