

Vartika Pradeep

Singapore PR | vartshar@outlook.com | [LinkedIn](#)

PROFESSIONAL SUMMARY

I am an insights and strategy specialist with 10 years of APAC experience, and what I do best is translate complex data into clear, commercially relevant recommendations that clients can act on. My foundation is in rigorous quantitative research design and delivery, built at Kantar across multi-market FMCG, luxury, and eCommerce categories. Since then, I've led insights strategy across 9 APAC markets at Glanbia Performance Nutrition, translating complex data into clear recommendations that shaped brand and growth decisions.

Career Break, Jan 2025 – Jan 2026: Planned time away to care for a critically ill family member. Now actively pursuing full-time roles.

WORK EXPERIENCE

Glanbia Performance Nutrition, *Insights & Strategy Partner APAC*, Singapore, Jun 2023 – Dec 2024

Global sports nutrition leader; portfolio includes Optimum Nutrition (ON), Isopure, BSN, think!, Amazing Grass, and Body & Fit, sold in 130+ countries with revenues of approximately \$1.5B

- **Owned the APAC insights function across 9 markets**, translating consumer, category, and competitive intelligence into brand strategy, portfolio priorities, and go-to-market decisions for senior commercial and marketing stakeholders
- **Led multi-market research programmes (BHT, U&A, concept testing, qual)** to guide portfolio decisions, pricing, and marketing strategy; identified a high-protein RTD opportunity that led to a full sell-out launch across Singapore and Indonesia
- **Built business cases grounded in primary and secondary research** to support long-term strategic planning, innovation pipelines, and commercial decision-making
- **Defined an APAC category measurement framework** adopted across markets, enabling more consistent tracking of category and brand performance

Publicis Media, *Associate Director, Insights & Strategy APAC*, Singapore, Nov 2021 – Jun 2023

- **Delivered insight-led consulting across APAC** for Disney, Marriott, DBS, and STB, translating audience and campaign data into strategic recommendations that guided client investment decisions
- **Led an 11-market research programme for a major government client** in 2 weeks with a 3-person team; secured renewal and contributed to approximately \$1M in retained revenue
- **Built and led a team of insights analysts**, setting quality standards and coaching analytical storytelling; promoted to Associate Director within 6 months
- **Supported new business pitches**, contributing to securing Marriott and Singapore government accounts and driving approximately 20% business unit revenue growth

Sandpiper Communications, *Insights & Digital Strategy Consultant*, Singapore, Feb 2021 – Oct 2021

APAC-based reputation and policy management consultancy serving MNC clients including Bayer, Cisco, and TUV SUD

- **Built a regional intelligence capability from scratch**, designing keyword frameworks and delivering structured consumer and market intelligence reports across APAC
- **Led research underpinning a published ESG and Gen Z report**, informing strategic direction for MNC clients across Asia

Kantar, *Senior Analyst, APAC*, Singapore, Nov 2018 – Feb 2021

- **Designed and delivered end-to-end quantitative research programmes** across brand tracking, segmentation, U&A, and campaign evaluation for FMCG, eCommerce, banking, and luxury clients including Mondelez, Pepsi, Shiseido, Standard Chartered, Carousell, and Lazada
- **Built a 17-market BHT data validation tool**, reducing manual processing time by approximately 75% and rolling it out across all Kantar APAC accounts
- **Translated complex data into actionable insight narratives** for senior client stakeholders; recognised with the top client satisfaction score on the Standard Chartered account and a team Win Award
- **Led an APAC ad transferability meta-analysis**, identifying how creative effectiveness varied across markets and guiding localisation strategy for regional and global campaigns

Tinkle International + Asia Deal Group, *Marketing Analytics Executive*, Singapore, Sep 2015 – Nov 2018

Tinkle International: boutique marketing agency; clients include WWF, Canon, IWC, and Accor Hotels. Asia Deal Group: voucher and deals eCommerce platform

- **Planned and measured digital campaigns across Meta, Google, and LinkedIn**, tracking performance metrics to optimise spend and inform campaign strategy
- **Managed eCommerce campaign performance**, optimising against conversion and ROI metrics

SKILLS & TOOLS

Core competencies: Quantitative Research Design and Delivery | Brand Health Tracking | Consumer Segmentation | Campaign Evaluation and Effectiveness | Insight Synthesis and Commercial Storytelling | Multi-Market Programme Management | Client Consulting and Stakeholder Management | Team Leadership and Mentoring | Innovation and Concept Testing | APAC Multi-Market Expertise

Analytics & tools: Excel | SQL | SPSS | AI and LLM tools (ChatGPT, Claude, Gemini) | Digital Analytics

Languages: English (native) | Hindi (native)

EDUCATION

SIM – State University of New York (Buffalo), BSc. Business Administration (Major: Finance), Singapore, *Jan 2014 – Dec 2016*

Taylor's University – American Transfer Program, BSc. Business Administration, Malaysia, *May 2012 – Dec 2013*