



Consumer Insights Influencers 2023



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FOREWORD



Consumer insight builds the backbone of business strategies. As the market trends continue to evolve continuously, the consumer insights industry has to keep up with it without a miss to ensure the accuracy of decision-making with marketing campaigns, business strategies, channel planning, and creative choices.

We are so busy admiring the decision-makers in marketing campaigns that we often tend to forget the hardwork that goes in enabling those decision-makers with right insights. Consumer Insights knights silently continue to add more value to decision-making in marketing, product development and customer support. This piece is an effort from Thelightbulb AI to express our appreciation for groundbreaking work that these leaders have contributed over the decades.

This Top 24 Consumer Insights Influencer list by Thelightbulb.ai is an attempt to recognise and honour such champions of the industry. We chose the influencers listed in this year's report based on various factors, including - overall industry experience, designation and responsibility, brand association, education, and social media presence - amongst others.

Thank you, Consumer Insights Rockstars!

With warm regards,
Vishal Soni
(Co-founder & Chief Product Officer, Thelightbulb.Ai)

DAVID M. SCHNEER



Chief Executive Officer
Merrill Research, LLC

As the co-founder and CEO of Merrill Research, David is helping companies bring new ideas and products to the market. Through a creative blend of multi-methodological research approaches, he is enabling brands to hone their strategic communications (e.g., advertising, branding, logos, etc.) so they can understand and reach their target audiences.

David has industry experience of over 50 years, of which more than three decades have been with Merrill Research. Along with that, he is also a body language expert.

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PRIYA LOBO



Chief Executive Officer
Ormax Compass

Priya Lobo is the CEO of Ormax Compass - a leading name in the consumer understanding and brand positioning space in India. Priya has spent over 28 years with Ormax in the art of understanding consumers and representing them in the boardroom. Amongst the very many hats she wears, Priya is also a Mom & Kids expert and a Behaviour Specialist.

She is an active ESOMAR India Representative and former Managing Committee Member of Market Research Society of India (MRSI). A true explorer at heart, she has varied interests ranging from trekking, adventure sports like scuba diving & snorkelling, theatre, poetry, baking, visiting museums and ancient historical sites; and is a self-confessed foodie.

Thoughtful Thursdays with Priya lobo was born out of her deep desire to contribute her knowledge, learnings and conversations with everyone. And today, it has over 150 episodes

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STEPHAN GANS



SVP, Chief Consumer Insights
and Analytics Officer
PepsiCo

As the SVP, Chief Consumer Insights and Analytics Officer, one of the largest food and beverage companies in the world, is building a better understanding of consumer behavior and market trends for PepsiCo. He has been associated with some of the biggest global brands, such as Unilever and Interbrand.

With over two decades of experience in the field, Stephan has established himself as a visionary leader and an expert in data-driven decision-making. His ability to leverage insights and analytics to drive business growth has earned himself the tag of a strategic thinker and results-oriented leader.

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ANDREA STRAUSS



Senior Vice President,
Content & Brand Insights
Nickelodeon

Andrea has been working with Nickelodeon for close to 3 decades now and her current responsibility of Senior Vice President, Content & Brand Insights. Her association with the leading TV entertainment partner has helped them plan their brand and content strategies to drive growth and user engagement. She has run several interesting projects focusing primarily on brand and trends research with in-house teams, agencies, and suppliers over the years.

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JENNIFER SCHAEFER



Sr. Director,
Consumer Insights and Research
National Football League (NFL)

Jennifer Schaefer is a highly accomplished executive with extensive experience in the entertainment and sports industry. She is currently serving as the Senior Director of the National Football League (NFL). Throughout her career, she has demonstrated exceptional leadership, strategic thinking, and a deep understanding of the ever-evolving landscape of sports and entertainment.

Before joining NFL in March 2022, Jennifer worked with Six Flags for almost a decade leading the consumer-facing innovation tracking trends, vetting new ideas, and testing new experiences to design the Six Flags experience of the future. As the Senior Director of the NFL, Schaefer is responsible for overseeing a wide range of initiatives related to the league's business operations, including partnerships, events, and fan engagement.

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PREETI REDDY



Chairwoman - South Asia,
Insights Division
Kantar

Preeti has extensive experience that spreads over three decades in consumer marketing, consulting, and research. She is currently the Chairwoman CEO of Kantar Insights (South Asia) and, in her previous stints, has helped leading Indian and multinational companies, like LMRB, Mindscape, and TNS India, to make informed decisions using consumer understanding. Her consulting and research experience covers a multitude of industries- FMCG, durables, retail and services.

Preeti has been on the list of Impact's 50 Most Influential Women in the Indian Media, Marketing & Advertising for five consecutive years since 2016 and is currently Chairperson of CII's India Women Network (Maharashtra chapter).

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JIM BOWMAN



SVP, Consumer Insights
The Walt Disney Company

Jim is a highly accomplished Consumer Insights & Analytics leader with over two decades of experience on both the client and agency sides of the business. He is currently working as SVP, Consumer Insights at The Walt Disney Company.

Jim has personally conducted or commissioned a multitude of projects across a variety of industries and markets. He is known for utilization of innovative research and analytic approaches to the delivery of strategically actionable recommendations and continually leverages consumer intelligence to provide direction on business planning and marketing strategies.

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ANUJ SETHI



Director of Insights & Analytics
Colgate

Anuj is a seasoned business leader. He brings expertise on a wide range of subjects, including Insights & Analytics, Marketing Effectiveness, and Digital Transformation. His work entails harnessing the power of data & analytics and understanding of consumer behavior to build solutions that unlock sustainable growth.

Anuj has led enterprise-wide strategic initiatives and built global capabilities in Strategic Revenue Management, Marketing Optimization, New Growth Models, Category Forecasting and Knowledge Management, to name a few. He is currently the Global Head of Advanced Analytics at Mars based out of the U.K., prior to which he led Insights & Analytics for General Mills, Amway and consulting firms like Nielsen and Kantar.

Anuj has managed senior stakeholders and led large teams with backgrounds in Consumer Insights, Marketing Services, Market Intelligence, Advanced Analytics and Data Science. He is passionate about mentoring and coaching.

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RISHI SHRIVASTAVA



Market Insights Senior Manager,
Pediatric Nutrition
Abbott

Rishi Shrivastava is a market insights professional with extensive experience. Currently, he serves as the Market Insights Senior Manager at Abbott, a leading healthcare company that specializes in providing innovative solutions to improve people's health and wellness.

With his extensive experience and knowledge in the pediatric nutrition market, Rishi plays a critical role in helping Abbott understand market trends and customer needs, and in developing effective strategies to meet these needs. He is a valued member of the Abbott team, bringing a deep understanding of the pediatric nutrition market and a passion for helping improve the health of children worldwide.

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SHUVADIP BANERJEE



Chief Digital
Marketing Officer
ITC

Shuvadip Banerjee is known for his work in Consumer Insights and Strategy, Media and Customer care. His experience in the industry is more than a couple of decades where he has supported businesses, like ITC Limited, Kantar, and more to innovate in understanding consumer insights and make better data-driven strategies for clients and their business.

Shuvadip is leading digital marketing operations for ITC in his current role. He is passionate about customer empathy and innovation.

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PRASHANT PARAMESWARAN



Director - Marketplace Insights,
EAP and SAMEA
Levi Strauss & Co.

Prashant is a seasoned insights and analytics leader with 20+ years of experience in renowned MNCs across markets in APAC and MEA. He has proven to be a change-agent obsessed with driving growth with game changing insights and powerful storytelling.

Prashant is working as Director of Marketplace Insights (EAP and SAMEA) with Levi Strauss & Co. Over the last couple of decades, he has helped brands including Coca Cola, L'Oréal, General Mills, Colgate-Palmolive, and more in establishing and scaling the insights function and nurturing a consumer-centric culture. Along with that, he enjoys teaching and engages regularly with students across top b-schools.

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ANNA RIOS



Head of Consumer Insights,
LATAM, CA, AU/NZ
Amazon Studios

Anna is using her skill set in enabling networks and streaming services to skillfully use qualitative and quantitative analytics to understand their audience preferences and help them find relevant choices and, eventually, will win over audience, subscribers and influencers. She is heading consumer insights at Amazon Studios for LATAM, CA, and ANZ in her current role.

She has close to two decades of experience in the insights and analytics industry with major brands, including NBCUniversal Media, Fuse Media Inc., Walt Disney Television, and Univision Communications. Her experience and skills has helped them plan content, marketing and acquisition strategy focusing on actionable consumer insights for their needle-moving content.

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RAJESH CHAKRABARTI



Executive Director, India Lead
Custom Research and MAA
Nielsen

Rajesh is a marketing professional with a demonstrated history of working in the information technology and services industry. He is adept in marketing, analytical skills and product marketing.

In his current role at Nielsen, Rajesh is leading Custom Research and MAA in India as Executive Director. Before this, he has worked with The World Bank, Reliance Capital, DCB Bank, UTV, and Radio City to innovate their marketing and research operations.

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SANDEEP RANADE



Executive VP and Head of
Quantitative Research Division
Hansa Research Group

Sandeep is driving business strategy and growth by providing the voice of the consumer. Facilitating data-driven decisions into day-to-day business operations to deliver actionable consumer and business insights. Managing large insights businesses, consistently delivering growth.

Sandeep Ranade is a highly accomplished and seasoned leader in the market research industry. He currently serves as the Executive Vice President and Head of the Quantitative Research Division at Hansa Research Group, one of the leading market research firms globally. With over two decades of experience in the field, Sandeep has established himself as a visionary leader and an expert in quantitative research. His extensive knowledge and understanding of market trends and consumer behavior have helped Hansa Research Group, Kantar, Ipsos, The Nielsen Company, IMRB International, and several more research companies provide insightful and impactful solutions to their clients.

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VIVEK MALHOTRA



Group CMO
TV Today Network

Vivek is known for his expertise in Cross Media Marketing, Analytics & weaving them to build compelling narratives. He has worked across digital, broadcast, publishing, gaming marketing and served on boards, governing councils and tech committees of measurement currencies and think tanks across digital, TV and print.

He has experience of working with global companies and big media brands (including BloombergUTV, Star News, CNBC TV18, among others) that spreads close to 20 years. He currently leads the marketing, strategy planning and on-air promo divisions across digital, TV and Print properties of the most respected and pioneering media entity- The India Today Group.

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HARDIK SHAH



Head Shopper Insights - India
Mondelez International

Hardik Shah heads Shopper Insights for Mondelez International (India) in his current role, before which he has worked with PepsiCo, General Mills, Aditya Birla Group, and many more globally renowned brands.

His experience in leadership roles in consumer insights, shopper insights, category management, and strategic planning is spread close to two decades where he set up new capabilities for insights and analytics, category management. He has been instrumental in helping the organization he worked with, build systemic intelligence globally.

He is passionate about leadership, consumer and shopper insights, marketing and building knowledge-organizations.

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STEPHANIE THORNTON



Head of Consumer Insights
Gap Inc.

Stephanie is a former scientist turned researcher. She focuses equally on analytical and empathetic. She enjoys her constant search for the 'why' behind sticky business questions, turning data into interesting stories to drive action. Builder and leader developing strong research teams. Broad experience across CPG, grocery, and apparel retail space.

In her current role, Stephanie heads consumer insights at Gap Inc. after working with leading brands, including Safeway, Procter & Gamble, and more.

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ABHIJIT SAH



Head of Consumer Insights
Disney+Hotstar

Abhijit Sah is a highly experienced and well-connected professional in consumer insights. He currently works as the Head of Consumer Insights at Disney+Hotstar, a leading streaming platform for premium video content. With over a decade of experience in the market research industry, Abhijit has developed a reputation for being a strategic thinker and a results-oriented leader.

He is an expert in understanding consumer behavior and trends, and has a proven track record of delivering insights that drive business growth. He enjoys decoding the emotional world entrenched in the web of rationality to arrive at the skews and the balances.

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NICOLE CLARK



Global Consumer Insight
Airbnb

Nicole is known for her zealous ability to understand consumer needs and market trends. She is naturally curious to discover actionable insights. At Airbnb, she is leading Global Consumer Insights in her current role.

She has more than twenty years of experience in the industry working with global brands - Unilever and VF Corporation each gaining for almost a decade from her skills and knowledge. She has in-depth knowledge across industries (CPG, Food, Footwear/Apparel), Functions (Consumer Insights, Innovation & Strategy) & Regions (NA, Europe, & Asia). Her extensive international experience of living and working in both the UK and China has helped her further become a commanding voice in the consumer insights industry.

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NATASHA HRITZUK



VP, Consumer Insights
WarnerMedia

Natasha Hritzuk is a seasoned professional in consumer insights. She currently serves as the Vice President of Consumer Insights at WarnerMedia, a leading media and entertainment company, before which she has worked with Microsoft Advertising and General Mills.

With extensive experience in market research and consumer behavior analysis, Natasha has established herself as a strategic thinker and a results-driven leader. Her expertise in understanding consumer trends and preferences has helped to shape WarnerMedia's approach to creating and delivering engaging content.

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SORIN PATILINET



Senior Director Consumer Insights
Mars

Sorin Patilinet is a highly regarded and experienced professional in the consumer insights industry. He currently serves as the Senior Director of Consumer Insights at Mars, a global leader in the food and beverage industry.

With over a decade of experience in the field, Sorin has developed a reputation for being a strategic thinker and a results-driven leader. He is well-versed in the latest market research techniques and consumer behavior analysis, and has a proven track record of delivering insightful and actionable recommendations to top-tier companies.

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BEATRIZ SOLARI



Director Consumer Insights
Amazon Studios

Beatriz Solari is a seasoned market research professional with over a decade of experience in the industry. She is currently working as the Director of Consumer Insights at Amazon Studios. Prior to which, she has worked with Sony Pictures Entertainment for over 15 years.

She is focused at understanding and serving the needs of the streaming platform's audience. With a deep understanding of consumer behavior and market trends, Beatriz is known for delivering insights that drive business growth and help shape the future of the entertainment industry. She is passionate about using data and research to inform and inspire creative decisions.

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AJAY DAMANI



Head Strategy & Insights - The Walt Disney Co.
business
MindShare India

Ajay is an accomplished Marketing and Media leader with 16+ years of proven track record as a trusted strategist in brand & digital space, driving data backed thought leadership and influencing innovative decision making at Executive leadership, across M&E industry, FMCG, Retail space and Consultancy services.

He has led brand growth stories by building profitable and sustainable business models by developing marketing, product & revenue recommendations to help the brands navigate across television, traditional, digital and emerging media. Ajay has developed analytics and research team with optimised productivity, holding high bar on excellence.

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SNEHA JAIN



Founder & Chief Research Officer
Blue Caterpillars Market Research

Sneha has over 14 years of research experience, during which she helped connect the dots between consumer behaviour, culture and marketing challenges. She is the founder of Blue Caterpillars Market Research and is currently handling the responsibilities of Chief Research Officer.

She is adept at carrying out research across different countries and cultures, and has regularly provided actionable data on new products, launches, evaluations, and exploration.

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ABOUT THELIGHTBULB.AI

TheLightbulb.ai is a 'Full-stack Emotion Ai' platform that uses a combination of Visual Ai (facial coding, eye-tracking, etc) & Conversational Ai (speech transcription, text sentiment & audio tonality* analysis) to generate real time emotion Ai & engagement analytics for digital user interactions.

TheLightbulb's platform is VC-tool agnostic & operates via both an integration-based model with APIs & SDKs & a stand-alone web application. With 4 patents in the pipeline and over 11 Mn (effective January 2023) faces scanned globally, TheLightbulb's face-detection, emotion-recognition & engagement mapping capabilities display high accuracy and compare favourably with industry giants while being extremely affordable for large-scale deployment

With vertical-specific product offerings for the Consumer Research & Sales Enablement industries, TheLightbulb's products provides real time insights as well as detailed emotion & engagement analytics. Our platform combines a user's visual, audio & speech data (with explicit consent) with our proprietary technology for a holistic view of the user's emotional state during a live or asynchronous digital interaction, while being compliant with all leading regulatory requirements across markets.

TheLightbulb.ai is backed by leading institutional VCs and founded by a seasoned 2nd-time founding team with a successful exit to their credit.

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