

Profile of Key Management Staff

Charanjeet Kaur
Operations Head,
Mumbai -India

Charanjeet Kaur, an innovative team leader has over a decade of experience in qualitative and quantitative research, social and development research. Having worked with people from diverse research backgrounds in Middle East and Asia Kaur has maintained a high profile of efficacy and unmatched zeal for her work.

She has degree in Commerce from Mumbai University and a PG Diploma in Computer Science.

Kaur is a specialist in Consumer Research - from 2003-September 2009, she trained and set up data processing teams in 8 West African countries. She also had partnered and consulted for other local agencies in South Africa.

She was trained on different marketing and social research questionnaire design and analytic software in Cyprus and Malaysia

Swapan Bajaj
Business Head
New Delhi -India

Swapan Bajaj has supervised so many projects from 2007 till date, his experience cut across working with both international and local agencies in APAC and Middle East. His great record of experience in managing projects and achieving set target has earned him a reputable position at **TransMR Consulting as Business Head.**

Prior to joining TransMR Consulting Bajaj has worked with **IMRB International and RNB Research , SOS and PSI** in different projects as supervisor, QC and project manager.

He has attended training in various research agencies in the area of **Standard Data Collection Techniques and Procedures; Qualitative and Quantitative research method, and Probability and non- probability sampling methodology.** Expert in the use of modern IT research tools like PDA, IPAD and laptops for data acquisition and software programming.

He has a degree in Computer Science Engineering, from Kurukshetra University.

DAVID J. ASHER

Client Service Manager
Johannesburg

David Asher is a graduate of **Economics** from Lagos State University, with extensive professional experience in Management Consulting, specifically in the areas of Market Research, Client Management and Business Development.

Before joining TransMR Consulting, his last role was **Senior Sales & Service Executive with Nielsen Nigeria, an arm of Nielsen (Global) – the No. 1 Market Research Company in the world**, with offices in over 100 countries.

In his time at Nielsen, David was responsible for total client management of several multinational FMCG companies including Coca-Cola, Unilever, Cadbury, Reckitt Benckiser, Procter & Gamble, Twinings UK, Emzor Pharma, Eko Supreme Resources (So Klin) and Dabur (African Consumer Care Ltd) etc.

Prior to Nielsen, David had worked with a top-flight consulting firm in Lagos, **H. Pierson Associates**, in various capacities including Business Development Manager and Head of Research.

He is a multiple-awards winning staff with excellent work ethics and a track record of customer satisfaction.

Henry Kyem

Senior Field Manager -
Johannesburg

A seasoned data collection manager. He has vast experience in all aspects of field Research and Quality control. He holds Diploma in Statistics from the University of Ghana, Lagos. Until his employment with TransMR Consulting, he was an Assistant Field Manager with Research International-Africa.

Where he co-ordinated the Field Research and data collection activities on various qualitative and quantitative projects for major Clients. With over fourteen years of experience in Marketing Research, Henry is at home on all aspects of field Research including collaborations with other International institutions.

Samudin Mohammed

Field Manager -Ghana

He is a seasoned researcher; he started his career as a Field and Data collection officer in 2000.

He had worked with Research and Marketing Services Ghana Limited (RMS), Random House Ghana Limited and Pan-African Research Services (PANFIELD) as field interviewer, Supervisor and later rose to the position of a Quality Controller before joining TransMR as an assistant Field Officer.

He has recognized strength in data collection, project coordination and Questionnaire designing. He has worked on several research projects which includes both Quantitative and Qualitative research.

He is a Higher National Diploma holder in Tourism and Hospitality Management from Cape Coast Poly-technic.

Divine Befu

Data Processing
Manager- EU and
Latin America

Divine started his career with ACS in 2000 as Data Puncher where he rose to the position of a supervisor and Head of Data Punching Department. In ACS, he was responsible for planning, implementation and management of data files and Validation of the final data sent to the USA.

He has experience in the use of advanced statistical package including SPSS, Quinput for data entry, SPSSMR Software Quantum for data editing as well as Quinvent for database management of tracking studies among others. He has an Advance Certificate in ORACLE programming, He is presently our Data processing Manager.

Clement Djan Mensah
Research Manager –
Ghana

An Economic graduate, Clement specializes in the execution and overall co-ordination of quantitative and qualitative studies, from interviews with the general public to special publics, senior executives and professionals. He had gained wide experience from several research and field agencies, which include Research and Marketing Services, Random House and Market support consult.

Prior to joining TransMR, He has handled a lot of In-depth interviews and other quantitative projects for the past five years for clients like Cadbury, Huawei, Bill Gates and Associates, MTN-Ghana, Airtel Ghana and others.

Clement heads a pool of client service professional in TransMR. He has about 8 years in market research and a graduate from the University of Ghana, Lagon-Accra.

Emmanuel Engmann
Research Executive

He started his career as a Field and Data collection officer in 1999. He is a graduate of Computer Science from the Accra Poly-Technic. He had worked with Research and Marketing Services

Limited (RMS) and Research International (RI) as field interviewer and later rose to the position of a supervisor before joining TransMR Consulting as a Regional Data Collection Officer in charge of Western Region.

The post from which he rose to the position of a Research Executive. He has recognized strength in data interpretation, project coordination.

Fergusn Ato
Senior Research Executive

Ferguson is a Marketing professional with special focus on marketing research. He has over 15 years research experience and 5 years marketing experience. He holds HND in Marketing and has attended several courses in Marketing and Marketing research in GIMPA Accra.

His experience cut across interviewing functions at executive level, field coordination, quality control activities and Executive functions with Research and Marketing Services Ltd and Research International respectively. He later joined TransMR Consulting with the client service department, where his outstanding performance recorded a remarkable impact.

Ferguson has managed key accounts in the past in the areas of data collection and data analysis such as MTN, BAT and Others.

EBY ULRICH SERGE

Head of Field –
Francophone Countries

Ulrich EBY is a graduate of Computer Science and Certified Oracle developer.

Before joining TransMR Consulting, **his former role was Sales**

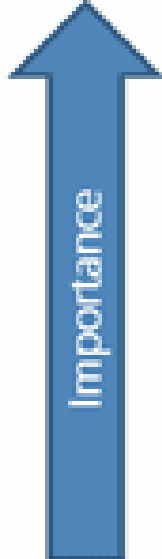
Analyst at Moov CI, a major Telecom company in Côte d'Ivoire, part of Etisalat.

In his time at Moov CI, EBY **was responsible for analyzing sales data and gives insight on key issues, in order to assist market decisions and target goals.** He also design a tool for tracking out-of-stock shops in the whole distribution channel. Designing retail audit tool for following on field performance and competition.

EBY also worked at Nielsen Company in Cote d'Ivoire, an arm of Nielsen (Global) - the No. 1 Market Research Company in the world, with offices in over 100 countries, as Client Services Executive. He managed several multinational, FMCG companies including Coca-Cola,

Solibra, Sania, MTN, MOOV CI, ORANGE. He was also Data Input Validation Supervisor, conducting data management for many surveys

including census survey and many consumer research projects.



Very poor area. Consider if can be improved and reassess positioning	High dissatisfaction. Substantial improvement required. Target resources here.	Area of concern. Improve this borderline area as could become area of dissatisfaction	Good standards. Improve to an area of great strength.	Excellent standards. Maintain to retain strength. Communicate this.
Consider company position and communication on this issue	Target for improvement	No reduction in service can be allowed here	Maintain standards	Maintain, but avoid overkill
Improve only if resources permit, divert attention	Ensure no further slippage	Restrict attention	Maintain where possible but could divert resources if required	Leave alone – could divert resources from here elsewhere

**Some of the
Client we have served
directly or indirectly**

- ✓ Mintel GNPD – India , Pakistan
- ✓ Omnitouch International- Singapore
- ✓ British Council
- ✓ Cadbury Nigeria Plc
- ✓ Canara HSBC OBC - India
- ✓ Princeton Survey Research Associates Int'l – USA
- ✓ Research International, Kenya
- ✓ International Fertilizer Development Centre (IFDC)
- ✓ Levis Strauss & Co.
- ✓ British Broadcasting Corporation (BBC)
- ✓ Nigerian Bottling Company Plc
- ✓ MTN
- ✓ ZAIN – AIRTEL
- ✓ ETISALAT
- ✓ NOKIA
- ✓ IPSOS
- ✓ Haier Thermocool
- ✓ Millward Brown



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TRANS MR CONSULTING LLP.

Address:C5-402,Nayandeep Building, Shanti Nagar,Sector-6,Mira Road(E),Mumbai-401107
Landline: +91 22-653-2-0222
Mobile: +91 996-840-3990
Email – info@transMR.com

Website- www.transMR.com

