**Victoria**

[**Victoria.23450@2freemail.com**](mailto:Victoria.23450@2freemail.com)

# AREAS OF EXPERTISE

Market Research

Data Analysis

Client Relations

Report Writing

Team Management

# **Professional Profile:**

*Highly motivated self starter with an advanced research calibre and superior client relationship skills. I have over 6 years experience in conducting market research, analysis and reporting within consumer and enterprise technology segments. A commerce graduate, I soon recognized my quantitative aptitude and research inclination and decided to pursue a career in research and analytics. I pride myself on being a detail oriented analyst with a 'Can Do' attitude', an 'Out of the Box' mindset and great 'People Skills'.*

# Professional Experience:

**IDC MEA** Research Analyst 2010 to Present

Dubai, U.A.E

***Research & Analytics***

* Conduct IDC standard research activities including primary and secondary market research and quarterly tracking of IT markets within the MEA region.
* Heading the Server market research for the MEA region including training and mentoring of key analysts in the region.
* Interviewing of local and international firms, data collection and modelling, content development and analysis.
* Prepare thorough and well-organized annual reports, press releases, summaries & conclusions.

***Marketing & Product Development***

* Monitoring market activities, attending press and other public conferences related to technology markets, attending vendor briefings, developing analysis and evaluation.
* Build and maintain strong relations with clients, vendors and key resellers in the region
* Support business development activities by building and maintaining industry relationships and assisting in sales efforts.

***Consulting***

* Contribute to consulting engagements and customized projects
* Engage in assignments that include a combination of market intelligence, analyst feedback and statistical analysis
* Conduct extensive survey research and market feedback to enhance research output
* Reporting and presenting strategic recommendations based on research findings

***KEY CONSULTING PROJECTS***

* Role of Technology In Education Sector
* Strategy Planning for Leading Consumer Vendor
* Flash Storage Market Opportunity Analysis
* Analysis of the Autonomous vehicles landscape

**Goodrich Customer Services Inc.** 2007 to 2008Dubai U.A.E

PA to Vice President

**PVAXX ltd.** 2006 to 2007Dubai U.A.E

Office Support and Management

# DOMAIN EXPERTISE

Consumer Hardware

Enterprise Technologies

# Computer Skills

MS Office

Microsoft Visio

Flash MX

Quickbooks Pro

SAP

# EDUCATION

Bachelors in Commerce

Major: Business Mgmt

2005

Goa University, India

# Achievements

**Employee of the Quarter**

Awards at IDC – 2010, 2013, 2014

Appointed as **Senior Mentor & Trainer** for Internal Teams

IDC - 2012