

# Maitreyee Patki

## Social Psychologist & Consumer Behaviour Specialist

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Residency Status: On employment pass

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## WORK EXPERIENCE

### Brandscapes Worldwide, Singapore

Director - Insights, Global Research | Mar 2018 - Present

Principal researcher, leading studies across US, UK, Europe, MENAT, SEA. Lead & mentor a cross-cultural, geographically widespread team of researchers

### Brandscapes Worldwide, Mumbai

Director - Insights | Jul 2017 - Feb 2018

Insight Consultant | Apr 2016 - Jun 2017

### Leo Burnett, Mumbai

Brand Services Associate | Aug 2015 - Mar 2016

### Kantar TNS, Mumbai

Senior Research Executive | Sep 2014 - Mar 2015

Research Executive | Mar 2013 - Aug 2014

### DigitalMR, London

Research Executive | Oct 2011 - Oct 2012

### Canvas8, London

Editorial & Trends Research Intern | Jul 2011 - Sep 2011

Research Executive | Mar 2013 - Aug 2014

## SKILLS

### METHODS

### CREATIVE TECHNIQUES

### TYPE OF WORK

### INDUSTRIES

Ethnography, In-Depth Interviews, Accompanied Shopping, Group Discussions, Biometric Research Workshops, Fusion Methodologies & Innovative Approaches - Customised to Brief  
Retail & Shopper | Brand Strategy | Innovation & NPD | Habits & Behaviour | Cultural Analysis  
FMCG (home care, personal care, F&B), Self-Care Pharma, Baby, Alco-bev, Telecom, E-Comm & Tech

## EDUCATION HISTORY

### London School of Economics & Political Science

MSc in Organisational & Social Psychology | 2010 - 2011

Overall Grade: Merit | Dissertation: Distinction

### St. Xavier's College (Autonomous), Mumbai

BA Double Major, Psychology (Hons) & Anthropology | 2007 - 2010

Overall Grade: Distinction

## SPEAKING

### ESOMAR APAC 2020 (Upcoming)

Sustainability: Doomed if You Do, Doomed if You Don't

### ESOMAR APAC 2019 - Macao

Hacking into Silent Subconscious: Unlocking Habits

### Qual360 APAC 2018 - Singapore

Harnessing Power of Camera Technology for Behavioural Insights

## CERTIFICATIONS

### Market Research Society, UK

Advanced Certification in Market & Social Research, Sep 2014

## VOLUNTARY ENGAGEMENTS

### Konversations (online courses platform)

Co-authored course on 'consumer research' | Rated 4.8/5

### St. Xavier's College

Guest Lecturer

### KidsOut UK

Short story writer for diasporic kids in the UK