



IVAN GRETSKII

Turning complex data
into actionable insight

+33 (7) 58 72 90 80

iegretsky@gmail.com

<https://www.linkedin.com/in/igretskii>

Paris, 30 Rue Gramme 75015

Professional summary

Insights and research professional with 7+ years of experience helping international clients translate complex data into strategic business decisions.

Experienced in leading multi-market research programmes (up to 52 markets, €1.5M budgets) and presenting insights to senior stakeholders across FMCG, telecom, tech, and financial services.

Having spent several years working on the client side of research and insights, I became particularly interested in how technology platforms can transform traditional research workflows and enable faster, data-driven decision making.

EXPERIENCE

2022 — 2026

Research Executive, Nielsen IQ & GfK

- Led end-to-end international research programmes, from defining the client's business problem to delivering strategic insights across up to 52 markets (budget ~€1.5M).
- Designed questionnaires and data-processing specifications; supervised fieldwork, weighting, QA, and data validation across regions.
- Managed timelines, priorities, and coordination with local offices and operations teams to ensure on-time and consistent delivery.
- Delivered advanced quantitative and qualitative analyses (ANOVA, significance testing, ML, LLM, factor analysis); co-led automation initiatives, including dashboards and AI chatbot integration.
- Presented strategic insights to senior client stakeholders, translating complex data into actionable business recommendations.
- Worked closely with client marketing and strategy teams to identify key business questions and translate them into research frameworks.
- Improved methodological rigor and workflow reliability through standardization (QA routines, delivery checklists, risk tracking); served as methodological point of contact and mentored junior researchers across projects.

2021 — 2022

Research Executive, KANTAR

- Supported quantitative research initiatives for major telecom, construction, and FMCG clients.
- Coordinated CATI fieldwork (6,000+ interviews per quarter); ensured data validation, reporting, and client delivery.
- Supervised full-cycle research operations, cross-team coordination, and workflow improvements adopted by the team to enhance efficiency and accuracy.
- Partnered with client senior stakeholders to translate business needs into research objectives.

2021 — 2022

Academic Researcher, I'EHES

- Led qualitative research within a joint EHES–CERCEC–HSE project on regional development.
- Designed and executed fieldwork; collected and analyzed qualitative data.
- Applied systematic qualitative analysis to identify key patterns and regional dynamics.
- Produced thematic reports and contributed to research frameworks and prospective development scenarios.

2019

Consultant, EY (Ernst & Young)

- Supported consulting projects in HR analytics and workforce research.
- Contributed to internal reporting and benchmarking studies on corporate culture and employee engagement.
- Worked within multinational consulting workflows and enterprise research tools.
- Supported comparative analyses across organizations to identify patterns and benchmarks in employee engagement practices.

EDUCATION

- **Master of Science (MSc) — I'EHES & HSE**
General Sociology and Comparative Social Research (double degree, hons)
- **Bachelor of Arts (BA), Higher School of Economics**
Cross-cultural business communication, media & marketing
- **Certificate, University of Amsterdam**
Classical Sociological Theory

SKILLS

Research & Strategic Insights:

Quantitative and qualitative research, multi-country studies and international trackers, business-driven and hypothesis-based research, questionnaire design, CATI / CAWI research, fieldwork coordination, insight synthesis, benchmarking studies, cross-market comparisons, executive-ready reporting, C-level communication and result presentation, strategic recommendations, statistical analysis, significance testing, ANOVA, regression analysis, factor analysis (FCA), structured qualitative analysis, data validation and Quality Assurance processes, methodological risk assessment, analytical problem structuring, evidence-based recommendations.

Client and Business Skills:

End-to-end project management, workstream coordination, client advisory and stakeholder management, senior-level client communication, cross-functional and cross-country coordination, timeline and priority management, risk identification and mitigation, mentoring and knowledge sharing, business decision support, working with cross-functional teams (marketing, panel, strategy, product).

Tools:

R, Python, SPSS, SQL, VBA, advanced MS Office: Word, Excel, PowerPoint, Power BI, AI tools

LANGUAGE SKILLS

French – fluent, English – fluent, Russian – fluent, Spanish – intermediate (B2)