



**Nitin Sharma, MBA (Market Research, Management Decision Making),
CEO, Market Researcher**

Nitin is a “big picture” oriented business strategist, possessing experiences in the disciplines of market research, data analysis, statistics, project management and industry/market analysis in multiple sectors including food services, restaurants, consumer goods, education, media/entertainment, health care, financial services, and technology. Nitin understands the immense leverage that market research can provide to customers in understanding their markets and strives to provide high quality market research and statistical support services to organizations that are in different phases of their growth trajectories. This philosophy has resulted in client organizations (with annual revenues ranging from \$6 Billion to \$100,000) benefitting from his services and finding the gold in research™.

As a research specialist, Nitin has guided the market research and project management efforts of client organizations in multiple domains such as restaurants/food services (Outback Steakhouse, Fleming’s, Cracker Barrel Restaurant and Old Country Store), CPG (Clorox, Energizer, The Dannon Company), and retail (Kroger, Maurices).

Nitin has a BS in Industrial Engineering from Manipal Institute of Technology in India and an MBA in Market Research/Data Mining from George Washington University, where he was awarded the university’s prestigious Global Leader’s Fellowship Award.