



**Vasi Andronic**

**Senior Insights Researcher**

*Turning human understanding into insight value*

Vasi is happy to be among the lucky ones who do what they love and love what they do.

Her thirst for human deep understanding doesn't stop after the end of business day, but being connected to daily life inspiration is a modus vivendi.

Vasi is naturally blending academic strength with marketing research textures and rigor with creativity, setting up high pressure and creative discontent, pretending not to know anything so she can absorb everything unbiased and with fresh eyes, continuously learning and challenging the old, turning ideas upside down to shift perspectives... these are some of the constants that give her fuel for deeper work and for making a difference for clients, every single day.

**Vasi has been enjoying ISRA Center Marketing Research in action for more than 10 YEARS, by:**

Teaming-up in **strategic** market research projects for partner clients **across industries**

Showing strong ability to put **unexpected things together** and sense **The Insight**

Genuinely **understanding consumers, clients** and **markets** for meaningful perspective

Crafting **value-adding research design**, exploration methods and tools

Delivering compelling presentations and **inspiring data visualization**

Sensing consumer and market **trends** and writing about it

Proving fast adjustment to critical needs as **creative solution thinker**

Master degree in Social Anthropology and Community Development, University of Bucharest

Sociology bachelor degree, UAIC, Iasi