



INVEST IN THE **RIGHT DATA** WITH CONFIDENCE



About Us

We are one of the leading marketing data and analytics companies in the world. We specialize in data collection (quant & qual), survey design, and sampling methodologies. Our unrivalled panel network of 2.4M+ members span 28 countries and includes B2B audiences and consumers across all industry verticals. With 13+ years in the industry, we thrive on quality by delivering the most meaningful data with accuracy—all at a quick speed backed by industry validated technology.



Facts About Us

May 2011

Inception

13+ Years

in MR Business

20,000+

Completed
projects since 2011

2,000+

Projects
every year

2.5 million+

Surveys delivered
since inception

300+

Clients served
since 2011

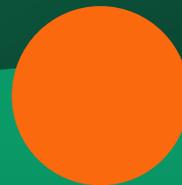
100+

Clients give us
repeat business

Who Are We?

With 13+ years in business, we are an indispensable partner to the world's top companies which believe in data and looking to shape products and services based on consumer insights.

WE HAVE DEVELOPED FUTURE-READY PROJECTS FOR 100+ CLIENTS



Our Leadership



Shakti Kumar
CEO

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 [Shakti Kumar](#)

14+ Years Of Leadership
& Market Research
Business Experience



Ashutosh Singh
President

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 [Ashutosh Singh](#)

15+ Years Of Leadership
& MR Business
Experience



Anurag Sinha
Director, Client Services

 anurag.sinha@irbureau.com

 [Anurag Sinha](#)

15+ Years Of Client
Management
Experience

Key Members



David Winter
Managing Director, EU

[in](#) David Winter



Nimai Sharma
SVP Sales, North America

[in](#) Nimai Sharma



Ankush Gupta
Senior Manager, IT

[in](#) Ankush Gupta



Ahmar Kamal
Head, Client Services
& Delivery

[in](#) Ahmar Kamal



Mukta Prakash
Sales Director, APAC

[in](#) Mukta Prakash



Unnayan Ghosh
Sales Director

[in](#) Unnayan Ghosh



Elena Speer
Sales Director, Europe

[in](#) Elena Speer



Frederic Aden
Sales Director, France

[in](#) Frederic Aden



Vaishali Nagpal
Sr. Marketing Manager

[in](#) Vaishali Nagpal



Doug Slhom
Director, Supply

[in](#) Doug Slhom



Sapna Singal
R&D/Quality Manager

[in](#) Sapna Singal



Navendu Mishra
Assistant Manager – Research
& Business Strategy

[in](#) Navendu Mishra

Our Vision

IRB stands for B2B quantitative and qualitative data collection. Our vision is to bring the right audience for B2B research through technology, process, and innovation, irrespective of data collection methods.



Our Brands



In-house Survey
Programming Platform



Proprietary Online Market
Research Panel Community



An Open Survey Platform For
Internet Users Who Come Through
Social Media And Advertising Sites

Our Services



PANEL/ SAMPLE

- B2B Panel, B2C Panel, Specialty Panel
- Panel In Over 28 Countries
- Outreach In Over 60+ Countries



SURVEY PROGRAMING

- Forsta (Licensed)
- The-Capacity (IRB's Proprietary Platform) Multiple Language
- P&H Surveys
- 20 Programmers
- 24*7 Coverage



CATI SERVICES

- 30 Full Time Interviewers
- 4 Dedicated Qualitative Moderators
- & 10 Programmers
- Hybrid Data Collection Approach



DATA REPORTING

- Excel And SPSS
- Graphical Reports



DATA PROCESSING

- Data Cleaning
- Open-End Coding
- Cross Tables

Our Programming & Hosting Platforms

Forsta



The platform we use to program the surveys. We have successfully programmed and executed more than 200 surveys across all complex levels.

The Capacity



Our proprietary survey programming platform that was launched in 2017. The platform is capable of programming basic to medium level surveys.

Our Achievements In 2023



Our Clients



SIMON • KUCHER & PARTNERS
Strategy & Marketing Consultants

