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EVENT

RAP SPEAKERS' SERIES

Presented by the Research Analyst Program

WEDNESDAY
26 FEB, 202512:00 PM TO
12:45 PMONLINE
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Transforming and Integrating Research Solutions with Dig Insights

Guest Speakers

**Kevin Hare***Executive Vice President, Insights*

Kevin is a data-driven executive with 20 years of experience leveraging insights to drive decision making and strategy for some of the largest Canadian and global brands. He is currently an Executive Vice President at Dig Insights, a leading tech-enabled marketing research firm that helps clients solve complex business problems.

**Himani Chauhan***Research Manager, Insights*

Himani began her career in qualitative research where she learned the art of data storytelling. She later refined her skills through Humber College's Research Analyst program before transitioning to quantitative research at Dig Insights. Over the years, she has worked on projects across diverse industries like FinTech, Telecom, Cannabis, and CPG. With a thoughtful approach to analysis, she turns complex data into clear, practical insights that help clients make better decisions.

**Mausam Badshah***Research Manager, Insights*

Mausam has over 10 years' experience in successfully delivering profitable product portfolios, targeted marketing campaigns, and impactful training programs in the tourism industry. Post graduating from Humber's Research Analyst Program, she is a skilled quantitative researcher, who looks forward to using her keen analytical skills and strategic thinking to help organizations make data-driven and insightful decisions.