

Seefeld Group Expands Marketing Research and Insights Capability With The Addition Of A New Analyst

Announcement

Montreal, Canada – February 1, 2021.

Seefeld Group announces the expansion of its team with the appointment of Tahreem Sheikh as analyst. His joining the team underscores Seefeld Group’s continued success and its full commitment to further serve clients in aviation and other industries with critical “voice of the customer” data, insights and strategies.

Tahreem originally joined Seefeld Group in 2019 as a junior analyst via an internship program while completing his bachelor’s degree in marketing and management from the John Molson School of Business at Concordia University in Montreal. Now, having recently graduated, Tahreem is now taking on the permanent role as an “analyst” and thus becoming more directly involved with key client projects on a day-to-day basis. While working as an intern, Tahreem successfully learned and built critical skills in data analysis and the collection of actionable marketing research. Both are core to Seefeld Group’s ability to objectively collect and analyse market feedback from a variety of industries in order to uncover and share insights which are critical for its global clients to grow revenues, better retain customers and optimally manage business risk. Learning and applying Seefeld Group’s “voice of the customer” approach to business strategy builds on Tahreem’s professional background and previous work experience of managing social media marketing campaigns.

Tahreem will be working closely with and reporting directly to Seefeld Group’s founder and president Charles Porteous.

Seefeld Group (seefeldgroup.com) is a “voice of the customer” consultancy dedicated to providing the innovative and tailored research, strategy and development tools to assist clients towards improving customer service and building brand equity. Our mission is to assist companies increase commercial success and reduce business risk by enabling them to better align with their customer’s preferences and needs. Founded in 2006 in Montreal, among its 50+ regular clients include a wide variety of global aviation service providers (such as aircraft finance, charter & aircraft management, fuel, ground operations, etc.) and manufacturers (both supply chain and OEMs) located world-wide. While aviation is its largest client base, Seefeld Group also assists non-aviation business-to-business clients including legal industry, financial, retail, consumer goods and not for profit organizations.