

LAURA MANZINI

International Research Services



Research Director Europe

EDUCATION & WORK EXPERIENCES

As RDE of Global Research and Product Strategy at IRS, Laura Manzini has a passion for building scalable products and technology-enabled solutions.

Laura is responsible for product innovation, strategy, and development, and strives to ensure exceptional product and customer experience. Laura is responsible for scaling operational delivery, driving operational excellence, and the strategic delivery of quantitative & qualitative projects including hard-to-reach audiences.

Prior to IRS, Laura led the Europe, LATAM, and APAC Operations at Cint where she successfully scaled sustainable growth while improving customer satisfaction.

Laura got her start in Market Research at Synovate, where she played a key role in developing process to service high revenue clients. Laura graduated Cum Laude with honors from University of Spain, Alicante with a double BA in Communication Studies and Political Science.

An aerial photograph of a city skyline, likely New York City, during the "golden hour" of sunset. The sky is a mix of blue and orange, and the city's skyscrapers are silhouetted against the bright light. The Empire State Building is prominent in the center. The image serves as a background for the text overlay.

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CONSULTING & MARKET RESEARCH SERVICES

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