

PATSON GASURA

(PhD Candidate)

Research | Strategy | Impact

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PROFESSIONAL PROFILE

Senior Market and Social Research Executive with over 30 years' experience across Southern and Sub-Saharan Africa. Proven expertise in strategic research design, public opinion tracking, customer and stakeholder insights and cross boarder research programs. Founder and CEO of a leading independent research consultancy, trusted by governments, multinational corporations, financial institutions and development organisations. Strong leadership credentials with a track record of high-impact, policy and strategy shaping research.

CORE COMPETENCES

- Strategic & Applied Market Research;
- Public Opinion & Social Research;
- Cross-Boarder & Multi-Country Studies;
- Stakeholder & Customer Insights Delivery;
- Executive & Board Advisory;
- Diversity, Collaborations & Team Leadership &
- Corporate Governance & Entrepreneurship.

PROFESSIONAL EXPERIENCE

Chief Executive Officer – Market & Social Research

Topline Research Solutions (TRS), South Africa | 2007 – Present

- Founded & grew TRS into a respected African research consultancy serving public & private sector clients.
- Led large scale national and multi-country research programs, across Africa
- Advised senior executives, policy makers, and boards using evidence-based insights
- Championed digital research transformation, including the launch of a proprietary digital research toolkit
- Crafted annual customer acquisition and retention plans
- Oversight on all business fundamentals (on balanced scorecard) to ensure stability & growth.

Research Director – Market & Social Research

Brand BaroMatrix | Research International | Quest Research Services| South Africa |2005 -2007

- Directed strategic research assignments in South Africa
- Championed new business development & Client relationship management.
- Managed multidisciplinary research teams and complex Client portfolios.
- Oversaw proposal development, methodology design and executive reporting.

Market & Social Researcher

Research International | Probe Market Research | Quest Research| Zimbabwe| 1993 -2004

- Oversaw management of company job sheet reporting into the CEO
- Oversaw proposal development, methodology design and executive reporting.
- Managed quantitative & qualitative research across consumer, social & public policy domains.
- Built foundational expertise in fieldwork management, data analysis and reporting.

SELECTED HIGH-IMPACT MANDATES & MILESTONES

- **2025** - Team Leader, National Tracker assessing mood & Government performance in SA
- **2024** - Team Leader, Women Creating Wealth- Intergenerational Edition , six countries.
- **2024** - Team Leader for the pre-G20 Summit Perception Survey, *South Africa*
- **2021** - Team Leader, Six-country, customer satisfaction study for a leading Pan-African bank;
- **2020** - launched TRS digital research toolkit, in response to COVID-19 disruptions.
- **2018** - led Zimbabwe Nation Branding Survey informing Expo Dubai 2020;
- **2014** - Accredited Researcher, Southern African Marketing Research Association (SAMRA);
- **2012** - Appointed Chairman of the WIN-GIA Africa members, in *Istanbul, Turkey*;
- **2011** - Presenter at a Global Researchers Network (WIN-GIA) conference in *Moscow, Russia*;
- **2011** - Team Leader, for a 21-country project to unpack business complexity in Africa.
- **2007** - Founder & CEO, Topline Research Solutions (TRS).

ACADEMIC QUALIFICATIONS

- **PHD Candidate**, Urban-Rural Migration (URM) as a catalyst for rural industrialisation - 2026
- **MSc Strategic Management**, University of Derbyshire, United Kingdom - 2004
- **BSc (Hons) Agricultural Economics**, University of Zimbabwe -1992
- **Certificate: Dynamics of Successful Mgt**, Success Motivation International (USA)- 2001
- **Certificate: in Computer Programming**, Association of Computer Professionals (UK) -2000
- **Certificate: Business Continuity Planning**, BS&T (New Zealand) -1998

PROFESSIONAL AFFILIATIONS

- Southern African Marketing Research Association (SAMRA) &
- Pan African Media Research Organisation (PAMRO).

REFERENCES

Available on request

- Dr, Ntombifuthi Nala - Director: Research & Knowledge Management: Government Communication and Information System, GCIS), South Africa;
- Annemarie Meyer - Client & Market Insights: South Africa;
- Vincent Shahim, Director, Leading Edge, South Africa &
- Catherine Chiweshe, Administrator, SAMRA.