

Staff Profile

Feyi Akindoyeni
Research Director

Canberra-based

Feyi Akindoyeni has over 15 years experience as a market and social researcher and marketing strategist, across a range of sectors including ICT, infrastructure, health, environment and education.

Since joining GA Research in August 2006 she has worked with clients including Cotton Australia, MBF, TTF Australia, Federal Department of Health and Aging and Sydney Opera House.

Prior to joining GA Research Feyi was the Education Marketing Manager for Apple Australia, responsible for the company's national institutional and retail education marketing from kindergarten through to university.

Before this, Feyi was an external consultant and marketing manager. As a senior Director at Education Image, Feyi serviced clients across the country, providing qualitative research and communication strategies. She developed innovative communication programs for the higher education, vocational training, health promotion and workplace sectors. Her clients included a range of organisations that blended business with services and issues of social value, including the Commonwealth, NSW and Victorian Education Departments, TAFE NSW, leading universities, the Australian Electoral Commission, the Department of Defence, Qantas, the AMWU, NAB, Energy Australia and Microsoft.

While Head of Research and Consultancy for Student Services Australia, Feyi undertook large-scale surveys of the national student population and managed extensive quantitative research for 28 of the nation's universities.

A graduate of the University of Technology, Sydney in Business (Marketing) Feyi is able to effectively combine her extensive experience as both a research buyer and provider with her understanding of innovative research technologies and the demands of a senior marketing and communications executive.