Logica Research expands financial services expertise with new Director Shruthi Venkatesh

Research leader brings extensive experience across financial services, technology and consumer research

SAN FRANCISCO, CA, UNITED STATES, September 10, 2026 / EINPresswire.com/ -- Logica Research, a custom marketing research firm specializing in the financial services industry, has hired Shruthi Venkatesh as Director. Shruthi brings more than 12 years of experience across qualitative and quantitative research, UX, brand and innovation, including work with leading financial services, technology and consumer brands.

> Shruthi brings the combination of curiosity, research expertise and business thinking that is so important to the work we do. We're excited to have her bring that experience to our clients and team."
>
> *Lilah Raynor, CEO & Founder at Logica Research*

"Shruthi brings the combination of curiosity, research expertise and business thinking that is so important to the work we do with our clients," said Lilah Raynor, CEO & Founder at Logica Research. "She knows how to dig into what people are thinking and doing, uncover something a team may not have expected and turn that learning into a clear direction forward. We're excited to have her bring that experience to our clients and our team."

Shruthi joins Logica Research from Big Village Insights, where she managed strategic research initiatives for clients including Airbnb, Adobe, Fidelity and Upstart. Her work combined qualitative and quantitative approaches to help clients address complex business questions and make decisions about their products, brands and customers.

Previously, Shruthi was a UX Researcher at Meta, conducting research across Facebook, Instagram, WhatsApp and Messenger that informed product and design decisions across the company's platforms. She began her career at Kantar in India, working in Mumbai and Bengaluru on brand, innovation and UX research for global clients. She later relocated to the U.S. and continued her work with Kantar in San Francisco.

"What drew me to Logica is the opportunity to work with a smart, experienced team that really gets into the business questions behind the research," said Shruthi. "I'm excited to be part of a

firm that works so closely with clients and has such deep experience in financial services."



At Logica, Shruthi will work with clients across the firm's financial services and fintech practice, supporting custom research across brand, products, marketing and customer experience.

Logica Research
Logica Research is a custom marketing research firm specializing in the financial services industry. The firm designs and executes qualitative and quantitative research for brokerage and asset management firms, banks, wealth managers, payments companies, fintech firms and other financial organizations, helping clients make informed decisions about brand, marketing, products, pricing and the customer experience. Logica Research also specializes in thought leadership and PR research, and produces the proprietary Future of Money Study. Insights from Logica Research studies have been featured in leading media outlets including The New York Times, The Financial Times, The Wall Street Journal, CNN and USA Today. logicaresearch.com

Michelle Andre
Andre Marketing & Design
michelle@andremktg.com

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