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Sumair Sayani is a Vice President at The Demand Institute and Nielsen. Sumair leads The Demand Institute's delivery of key research programs.

Prior to this role, Sumair led the Nielsen's Public Development & Sustainability Vertical for Middle East North Africa & Pakistan (MENAP) region working with a diverse range of clients from the private sector and government ministries to NGOs and multilateral donors. Sumair has been part of the Nielsen regional leadership team in the MENAP region for several years; before moving to MENAP, Sumair held several roles within Nielsen in the US and Netherlands in audit, finance and business analysis functions. Before joining Nielsen, Sumair worked in the global audit team of Kinnevik BV, and at PricewaterhouseCoopers. Sumair has travelled extensively around the World, carrying out assignments in 38 countries across 5 continents.