Bela Nasywa Wijaya
Insight Manager

Bela is a curious researcher who graduated with a Bachelor's Degree in Sociology from the University of Indonesia. This equipped her with valuable research skills, fostering adaptability in the industry. Outside of work, she indulges in watching films and has a particular fondness for thrillers.

Since her college days, Bela has been drawn to the research field, sparked by her experiences as a Sociology student where research projects were frequent (shout-out to all Sociology student out there!). Now, she has accumulated more than 6 years of experience as quantitative researcher and joined Illuminate Asia in 2019.

Throughout her career, she has collaborated with diverse clients spanning various industries, gaining exposures to an array of research studies including Product Test, Brand Health Tracking, U&A Study, Exploratory Study, Customer Satisfaction, etc. One of Bela's most memorable projects was leading a multi-country study involving consumers from five countries across Southeast Asia and Africa.

"Being a researcher is like a never-ending learning process. Each project presents new opportunities to explore something new and gather intriguing insights."

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