



**Nida Iqbal, B.Sc.**

**Market Research Advisor  
Healthcare of Ontario Pension Plan (HOOPP)  
Toronto, Ontario**

Nida Iqbal is a market research advisor at the Healthcare of Ontario Pension Plan (HOOPP), where she leads research initiatives, including the Canadian Retirement Survey and the Canadian Employer Pension Survey, to analyze retirement trends and the impact of pension benefits. She has extensive experience in research, survey design, and analyzing qualitative and quantitative data. Previously, as a data design executive, she managed global tracking surveys, ensuring data accuracy. Her prior experiences also include program evaluation and impact assessment. Nida holds a B.Sc. in biochemistry and biotechnology from the University of Waterloo and a data analytics certification from the University of Toronto. With experiences across industries such as food, bioproducts, personal care, and academia, she specializes in transforming complex data into actionable insights. In her spare time, Nida volunteers and advocates for people with special needs.