UPCOMING EVENTS

THE GOLDEN GLOBE TIGERS 2018

23rd April, 2018
Pullman Kuala Lumpur City Centre Hotel & Residence

NATIONAL AWARDS

5th July, 2018 | Taj Lands End, Mumbai

CMO ASIA

31st July - 1st August, 2018 | Le Méridien Singapore, Sentosa

THE MIDDLE EAST BRANDING & MARKETING LEADERSHIP AWARDS

3rd Oct - 4th Oct, 2018 | The Address, Dubai Mall, Dubai

WORLD BRAND CONGRESS

24th October, 2018
Sheraton Grand Jakarta Gandaria City Hotel, Indonesia

WORLD MARKETING CONGRESS

26th November, 2018 | Taj Lands End, Mumbai

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While every has been made to trace the origin of the subject matter, in some cases it has been possible.
Omissions if any pointed, we would be happy to include it in subsequent editions.
(Note: At the time of going to the press the book "SUSTAINABLE BRANDS" (3rd Edition), some of the profiles were unavailable. However we have listed their names.)
Dedicated To

SHRI PIYUSH PANDEY
Executive Chairman and Creative Director South Asia
Ogilvy & Mather India
SUSTAINABLE BRANDS

Hospitality Superstars

ASIA’S TOP 50 BRAND LEADERS

GLOBAL MARKETING LEADERS

MARKETING LEADERS

DIGITAL MARKETING LEADERS
A recent article in the media reported the death of the ‘failed strategy’ of CSR. It argued that a new era of social purpose was emerging, with brands developing growth strategies geared towards a genuinely positive impact on society. Sustainability reports, strategic CSR and even marketing campaigns were all bundled together claiming to be “purpose”.

If purpose is defined as so many different things, does it start to become a little meaningless? And are we in danger of a new kind of ‘purpose-wash’, where brands claim to be ‘benefiting the world’ then just carrying on with business as usual?

In 2017, the term “Purpose” has emerged as a business buzzword, obscuring its essential role in defining the sustainability journey of companies.

Reporting 3.0 (R3) Steering Board Member Mr Brendan LeBlanc defines it as: “Purpose is an aspirational reason for being, grounded in humanity, which galvanizes stakeholders to drive innovation and growth. However, it is important to recognize that not all Purpose statements are created equal. Not all Purpose statements address operating in a manner that respects the limits of the environment or protects the floors of social impact. Said another way, a company may have a defined Purpose, yet not be ‘sustainable.’ To truly be sustainable, companies should consciously, and ethically, balance their financial, social and environmental resources and impacts against their desire to operate indefinitely (bold added).”

Clearly, Purpose plays a fundamental role in corporate direction-setting, and therefore in corporate reporting.

Purpose vs Purposeful
Part of the problem is the seemingly interchangeable words of purpose and purposeful. We see a difference between ‘having a business purpose’ and ‘being a purposeful business’. The former outlines the reason a business exists over and above simply ‘making money’ and is also sometimes known as the ‘Why’ or ‘Core Ideology’.

A purposeful business is something quite different. It is a business that exists primarily to tackle a problem or challenge in the world in some specific way, and sees the sale of products and services as a vehicle for this positive change.

For a purposeful business, money represents freedom – the freedom to pursue a mission, to make a difference and to measurably and impactfully change lives. It is these businesses that tend to enjoy the biggest rewards of acting with purpose; higher staff productivity and retention, greater customer loyalty, improved regulatory relationships etc.

I would like to thank all the Thought Leaders who contributed to this 3rd Edition of Sustainable Brands book. Thank you all for helping your brands grow, thrive and win by being a positive force in the world. And the more this happens, the better the world will be for all of us.

I would like to post a few questions:

• What does purposeful look like?
• How important is the internal culture?
• How does commitment to their purpose impact influencing other stakeholders?
• Does a term like “The purpose journey” hold ground?

I hope this edition would make interesting reading and eagerly look forward to the next one.

DR. R. L. BHATIA,
Founder
World Car Day & World Sustainability
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<td>CAROLINE GAZELEY, Regional Connected Product Planning Manager, Global Connected Product Planning, General Motors International</td>
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<td>GLORIA BELÉNDEZ-RAMÍREZ, Happiness Ambassador, Flow and Glow</td>
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<td>KETAN KULKARNI, Head – Marketing, Corporate Communications &amp; Sustainability, Blue Dart Express Ltd.</td>
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### Most Influential Marketing Leaders (Listing)

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### 50 Most Influential Digital Marketing Leaders (Listing)

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As emerging female entrepreneurs we have so much power to make this world a better place by just being careful in choosing what kind of impact we want our business to have.

Keep your financial goals in mind but focus as well on what you consider to be a noble mission. Find the way to do good through your business. If your enterprise doesn’t have a positive impact, work towards creating one. When there is a genuine cause, one you truly believe and invest time and energy in to, one that drives you to achieve something greater than simply financial gain, you will find overwhelming support. People have an innate desire to do good and you will quickly discover support from individuals, businesses and organisations to make an even greater impact.

I have recently joined the entrepreneurial community and defining my mission was only the beginning. One of the hardest challenges is to start believing in yourself despite of what you hear about your capability to drive a business and the profitability of your idea. When you have a full-time, well-paid job the jump into entrepreneurship into the unknown is more frightening still. When I was made redundant I felt strangely fortunate, someone had made the decision for me.

Another challenge was also to find the right business set up solution that would provide the infrastructure I needed to launch the business. An incubator has been the perfect option for me and provided office space, branding, software development, media exposure and a team of qualified people who believed in my business.

I think women who are planning to start a business are in a much better position compared to a few years ago, incubators and Angel Investors are growing in the region at an incredible rate. In truth the region is bursting with people who wish to support emerging entrepreneurs and women who wish to start their entrepreneurial journey should find a group of trusted people who mentor and sponsor them until they succeed.

I always talk about the importance of having a VISIBILITY BOARD because a person on his/her own is unlikely to have the knowledge, skills, or time required to guide and nurture you to reach your goals.

Sponsorship and mentoring are priceless, honesty from those you trust and respect will allow you to accept not only your successes but perhaps more importantly will help you accept failure as a feedback on what worked and what didn’t.

Every time I have fears about my failings, I think back to when I was a toddler. If I stopped getting up every time I fell, I would still be crawling on the floor. Every time I fell I discovered how not to walk. Failures can sometimes be the greatest gifts when it comes to learning the right way, how we need to progress in order to finally succeed.

When I told people that I wanted to set up a business, I was often asked what my plan B was. I spent far too much time thinking and putting into place my plan B, making sure I had a contingency plan, what I was actually doing was losing focus on my primary goal and in doing so was in danger of sabotaging my primary goal, my plan A. I decided there could be no plan B, instead all my efforts, my determination and my focus would be on achieving my goal. I remained however open minded in regards to my timescale for achieving my goal knowing that flexibility to adapt my idea, to maintain an incredible network of people who would offer me a part time job if I was short of cash could also prove essential to achieving my desired results.

When you start this journey you have to deal with everything and anything, from business planning to financial planning, marketing, PR, legal and client accounts… this really allows you to develop horizontally across more disciplines. This is something I learned when I was a gymnast where to build bodyweight, strength, endurance and flexibility I had to cross train and develop skills in other sports, including swimming and running. In a global digital economy where fields and areas of expertise cross over and rely on each other to survive, developing vertically is no longer realistic. This doesn’t mean we need to be masters in different fields but it is important to have a general understanding of how they would or would not affect our business.

I invite all emerging female entrepreneurs to believe in their business. I have always believed in Evolvin’ Women and it was always a matter of making it work instead of forgetting about it.
S M MONJURUL ISLAM, Brand Manager, Abul Khair Steel

Topic: - MARKETING IS GOOD WHEN SIX STEPS OF MARKETING PLAN ARE FOLLOWED EXACTLY

Meaning of marketing is to satisfy the consumers, no alternative. Satisfying a person depends upon critical variables. Challenge is how could you satisfy them! Is there any person who does not love his kids? No. So everyone desire to make earth living friendly, by which their next generation could make their life happy. Happiness is the single insight of a person. Thus marketing should consider within the strategies to make people happy. Question is how? Making a person happy with best possible offering is the big challenge of a marketer. Yes only then marketing is good & successful. Let’s get me scope to deliver how you can plan for good marketing plan for making life happy.

As we all know, failing to plan is planning to fail, so plan for the success to get competitive advantage over your rivals. Hope all the marketer already developed marketing plan for the year 2018. As you all know, planning is very important to reach at the organizational goal. Research report shows that only 23% of the organizations able to achieve its yearly business target; rest 77% fail or never prepare a marketing plan.

Here I am sharing how you can develop a befitted marketing plan.

6. DETERMINE YEARLY BUSINESS GOAL: What to achieve regarding yearly revenue generate, business expansion criteria, operational tactics should be fixed up while developing marketing plan.

5. BRAND POSITIONING IN MARKET PLACE: Brand positioning is to differentiate. If your existing differentiating approach is working properly need not to re-position your strategies. Secondly if your rivals already re-positioned his brand you should rethink to change or not. Remember brand positioning is very critical for any business to compete in the market place.

4. OUTLINE PLANS FOR PRODUCT OR SERVICES: To make your brand strengthen what you need to do should consider at this level. To compete properly & to consider the taste & preference of the consumers, you have to plan for brand line extension, product innovation & development including packaging at this stage.

3. YEARLY SALES TARGET: Where you want to sale, existing customers should manage properly, overall customer management procedure, new customer acquisition tactics or market to existing customers even any changes in distribution management & necessary supports should incorporate properly. Yes you must have to determine yearly sales target by different criteria.

2. PLAN FOR IMPORTANT MARKETING CAMPAIGN: You Need not to frame out each and every campaign but do few important. After action review should done, what you planned for last year and what you achieved by your campaign should review before planning for next plan. and finally

1. DEVELOP A MARKETING BUDGET: You can base on last year spend & revise the best successful area of expenditure. Remember making a cost effective budget is a challenge. Marketing budget is not an expenditure, of-course its an investment but question is how justifiably you are preparing marketing budget. Be tactful, be smarter, be futuristic to allocate the budget based on the research report to find out best potential area to give emphasis.

"The key to a successful marketing plan is EXECUTION"
SANDI SAKSENA, Empowerment Officer, Echelon Advisors

Topic: Purposeful Purpose, Purposeful Marketing

I have been in the financial planning business for over 20 years and have actively practiced one on one purposeful client building and maintaining relationships. I always put myself in their shoes and think of how I would like to be treated as a client? My prospects/clients are not statistics; they are people with all their individual quirks and eccentricities included.

As a financial consultant I play multiple roles: counsellor, sales and marketing. Being associated with a top Broker I am inundated with marketing material from different international and local financial services providers. My competition is comprised of large financial institutions with deep pockets and vast resources.

These institutions view clients as mere statistics to be targeted based on their bank balances. The larger your bank balance the more ‘valuable’ you are and therefore entitled to better treatment. It has nothing to do with who the client is as an individual. Tracking spending habits and how much debt they carry is their primary concern. Provider marketing collaterals are always viewed as ‘Please buy’

“The magic happens when you take facts and figures, features and benefits, decks and PowerPoints - relatively soulless information – and embed them in the telling of a purposeful story. Your ‘tell’ renders an experience to your audience, making the information inside the story memorable, resonant and actionable”

I don’t sell a product, the buy in from my client is about the concept of financial planning.

My relationship with my clients may start with:
• School and end with Graduation
• Working to Retirement
• Building a Business
• Dreams to Reality

First comes the concept, then how it will impact one’s quality of life. Educating through multiple channels is paramount. My client relationships last on an average of 12 years. By then, many are close friends who share their challenges, their successes and aspiration. For some I was there when their children were born or have been there at their graduation. The “Generational Divide” is not so obvious when you establish good rapport with the children.

These are my future customers so I have to evolve to meet their expectations.

The younger generation want to research and buy through multiple channels, with an emphasis on easy access to real-time information through digital channels. My role is to guide and counsel.

Pulse on the mood, the expectations and the preference. Developing deeper insights into the customers requirements to create more meaningful engagement.

Engaging and partnering with Millennials is the way to grow my business. I am there to learn from them and they have the benefit of my accumulated life experience. Engaging while acknowledging and giving due respect to their ideas capabilities and contributions. Understanding their preferences is a great way to earn their respect, trust and business.
Developing deep customer insights to create more meaningful engagement should be an ongoing project. Whether a single person operation or a large organization neither should cease developing customer insights. Clients and consumers continue to evolve and organizations need to evolve with them to stay relevant. Connecting deeply with clients to gain a better understanding of their occupation, marital status, children, lifestyle, or estimated income is essential not only as a starting point but a continuous process. Further segmentation based on attitudes and behaviors in addition to demographics is effective in tailoring a value driven proposal and assists the client in their decision making process.

Educating the Prospects.
Purposeful for me is delving into the psyche of the individual to understand what drives them what apprehensions they may have. More importantly, their personal relationship with money and how they earn, save and spend it. Understanding their aspirations, challenges and experiences is what is integral.

Over the years I have gathered and assimilated data derived from my clients aspirations and challenges which enables me to be more effective in my approach in addressing their needs. At the end of the day each of us wants to feel special, understood and cared for. It is equally and essential to support and accommodate clients when times are not so good.

So here is what has worked for me as a purpose-driven change agent.

I create content that speaks directly to my clients’ souls.
I demonstrate to my clients that working with me is aligned with their deeper purpose. Beyond simply appealing to their egos, I speak and write in a way that touches, inspires and moves them. Purposeful marketing enables people to work with me by feeling compelled to do so; they are moved towards me by forces beyond their logic and emotions!

- Personal branding in a way that honors my highest purpose: Financial Independence
- This distinguishes me from the competition
- I create content and run educational seminars that are unique and powerful
- I am continuously learning to select and clarify the perfect niche for my services

“In any situation that calls for you to persuade, convince or manage someone or a group of people to do something, the ability to tell a purposeful story will be your secret sauce. Telling to win through purposeful stories is situation, industry, gender, demographic, and psychographic-agnostic. It’s an all-purpose, everyone wins tool.” Peter Guber

I base my marketing and sales on my purpose from inception. I do this because I expect to approached in the same manner where I as an individual would be heard and valued my dreams and aspirations understood.

My purpose is unique in its very simplicity!!!!

Financial independence to preserve one’s self-respect and to have choices to turn dreams into reality.

“Marketing is no longer about the stuff that you make, but about the stories you tell.”
Seth Godin
SAURABH SARDANA, Executive Director, Blackbox Research Pte Ltd.

Topic: Redefining The World of Work...Courage will pay Dividends

Why movies like Rang De Basanti, which is essentially ‘old wine in new bottle formula’ work and few others, fail to make any impact on the audiences? There are few important aspects that could decide the fate of a movie – Story, Screenplay, Actors, Director, Editors, & ‘The audience’.

Imagine linking Bollywood to Research – Can there be a cross pollination of learning’s from these two distinct yet similar industries? They could potentially offer enriched learning’s as to why some research findings are well received by clients and some fail to make any impact?

In research fraternity, Insight Managers play the key role of directors and respective MR companies become lead actors out in the market. Like any movie, considerable amount of resources get invested, however only two – three hours (at times even less) are made available to communicate the message.

The challenge is further magnified in MR industry where the client usually gets exposed to the tip and not the complete ice-berg.

Hence effective delivery of results and presentation should become the creative magnifier for the Insight Managers and the intelligence should be communicated in a manner that affects client’s perception of its validity.

Unlike Bollywood, The MR industry has evolved and developed standardized processes in terms of data collection; quality controls and data analysis yet more often than not; the results fail to create an impact on the business outcomes for the clients. Essentially the industry has all enablers which help in building “the story” however, lays lesser emphasis on “the story telling”. If creating story is a science being a good storyteller is an art. Many initiatives have been undertaken to make us great scientists but very few to make us artists.

From the research perspective the story constitutes of research methods, analysis tools, action points or insights directly impacting the clients offering whereas story telling refers to the method in which the story is communicated.

The Insights Managers (Story Tellers) will have to play bigger role of balancing the weights between “Story Telling” and “The story”. “The key question that requires immediate attention is that “Are we overselling one and underselling the other?” The imbalance between the two is the root cause of dissatisfaction, low impact presentations and low productivity among the managers.

As Maya Angelou said, “People will forget what you said, people will forget what you did and people will never forget how you make them feel”. Hence, softer aspects such as emotions, trust, and empathy cannot be ignored as they will play an equally important role in determining the effectiveness of the delivery of results.

“Creating good stories is important for MR companies...Spreading it through story telling is another”
Topic: Purposeful Marketing: Rejuvenating Marketing Purpose

Do you ever hear someone say, “I have been investing more and more in marketing, but I don’t just see the outcome”? 

Take a look around and you’ll see many companies doing many activities in the name of marketing. A keen look shows they are just miscellaneous work, annualized every year, with an employee pool and budget that continue to grow with hopes of better returns.

The good news is that there’s another way to do marketing that is authentic, powerful, and even generous. Hence, the question that needs to be asked in return is: “Is your marketing purposeful?”

Having a marketing purpose and having a purposeful marketing have a clear difference. The former outlines the reason a business exists as making money. Purposeful marketing, on the other hand, connects your company’s reason for being, profit and belief into a larger strategic thesis, vision, strategy and plan.

For example, a chocolate brand might have a business purpose like: ‘To offer the greatest chocolate in the world’. It is a great ambition and will make a lot of people happy, but great chocolate doesn’t necessarily feature in the UN Sustainable Development Goals.

A purposeful marketing exists primarily to tackle a problem or challenge in the world and making sure the communication aligns with it.

The value of purpose can be difficult to articulate in traditional business terms. It is intangible, yet visionary. Purposeful marketing speaks to the highest needs for self-actualization and self-transcendence. This kind of marketing promotes and normalizes responsible consumption. It aligns with and reinforces customer values, which are far more lasting than tastes or trends. This alignment creates opportunities for meaningful engagement and lasting connections.

To deliver this purpose, companies need a strong internal culture in the backward chain; a clear set of values and behaviours that every employee understands and works towards. Their commitment to their purpose means influencing retailers, legislators and changing customer behaviour. They know it’s the right thing to do, so it’s a serious, measurable, long-term commitment. Their purpose and values then become visible to the outside.

At the end, the resulting commercial success allows them to keep the mission going. Therefore, purposeful marketers can reach for the top of the pyramid without relying on manipulation to connect and sell.

Activating purpose helps customers to be their best selves, cancelling the need to base marketing strategy on presenting the product as a false elixir. By helping them actualize their self-view as a purposeful person, marketers form a deep emotional connection that can build affinity, trust and loyalty, all while amplifying the shared purpose.

Just think of it this way- if you were a consumer, who are you more likely to trust: a company that aligns with what you care about or one that is on its own?
TRICIA KOH, Regional Market Management Director, Asia Pacific, Euler Hermes

Topic: Purposeful purpose: Purposeful Marketing

Great marketing may not be purposeful marketing. The challenge is to create brand attachment and customer loyalty through marketing of a shared “purpose” between the brand and its target audience and customers. A well-thought-out and “purposeful” marketing strategy makes meeting customer needs the key objective. For a brand to bond with their target audience and customers based on shared purpose, needs and interests, the brand needs to:

* Internally: align all employees and leaders around a common purpose, mission and culture
* Externally: attract customers who believe in the brand’s purpose
* Create a greater purpose: support a worthy cause
* Stay committed to the sustainable purpose

The main ingredients to successful purposeful marketing are authenticity and longevity.

“Good marketing makes the company look smart. Great marketing makes the customer feel smart.” – Joe Chernov

“Our job is to connect to people, to interact with them in a way that leaves them better than we found them, more able to get where they’d like to go.” – Seth Godin
VISHWAS ANAND, Head of Content & Thought Leadership, Aspire Systems

Topic: Sustainable Brands Must Build True Content Power

With new frontiers in technology opening up new media for consumer interaction, brands have a wider reach than ever before to leave a lasting impact in the minds of the consumer, positively or negatively. Sustainability goes a step further in encapsulating how well the brand can build a personable identity with the product or service that reflects a value-added environmental or social benefit. Carving out this niche requires a Content Strategy that can consistently communicate the brand’s vision and stay true to its values through a logical and emotional connect.

If brands want to be sustainable they need to be able to drive home the point of making a positive change in consumers’ lives through high-quality Content. Seth Godin rightly said “Content Marketing is the only Marketing left”. But Content Marketing needs to evolve to build True Content Power. I’ve coined this term to underline the importance of true Content Power in a world that’s seen how People Power can spark revolutions! Let’s first understand the essence of Content Marketing that dates back to the 19th century.

John Deere launched the customer magazine The Furrow in 1895. It spoke to American farmers in their language (they called it a “journal for the American farmer”) while they practised Environmental Stewardship. Educating farmers about the latest technology developments that focused on the farmer’s problems rather than on John Deere’s products made them leaders in the industry. At the 2017 Content Marketing Summit hosted by The World Marketing Congress, in a panel discussion on the topic “The Present and Future of Content Marketing” I made the point that the future of Content Marketing would be a superior blend of technology and human creativity. According to Ann Handley, the world’s first Chief Content Officer, touching the sweet spot of Quality Content is a mathematical formula of: Utility + Inspiration + Empathy. If the value of any of these is zero, so is the quality of your Content. If brands today are going to use bots unapologetically, they wouldn’t be sincere on the empathy and inspiration front unless they incorporate the element of human creativity. Human creativity also needs to bring in multiple tenets like trust and personality to align to content marketing goals.

What sustainable brands need today and for the future is true Content Power. If you type “contentworthiness” in Google with or without the space/hyphen, you’d come across two kinds of results given the nature of personalization today:

- You won’t find too many people talking about it or
- You’d find people talking about improving a website’s rankings in Google or getting the maximum shares out of a particular piece of Content

Strangely, I even found an Investopedia link appear on the first page of my search results called “contentworthiness”. You’d know it as a valuation that determines the possibility a borrower may default on his or her debt obligations. I strongly believe contentworthiness should be spoken in the same breath as creditworthiness as this constitutes the basic fabric of trust that could be even more potent than creditworthiness. What creditworthiness has built over time, contentworthiness can destroy in no time!

True Content Power is a cascading set of interactions that can be open to interpretations but is never questionable. If we define contentworthiness along the lines of creditworthiness, it would be the validation that determines the possibility a person may default on his or her truth-telling obligations.

What brands need to be wary about is the danger of cyber balkanization that has resulted in a division of groups by interests across religion, politics, and nationalism among other factors. We are living in “filter bubbles”, a term coined and popularized by Eli Pariser, the CEO of Upworthy. He said personalization has swept the web to the point where we begin to live in unique universes of seeing what we want to see rather than what we need to see! The algorithms of the internet are at work and are resulting in a narrow focus of what we think we are instead of projecting a better image of ourselves through rationality to set a new standard.

The world cries for high scores of contentworthiness! In today’s post-truth world, we need to ensure brands are accountable for their words and don’t go back on their truth-telling obligations. Brands — not just their websites — need to be measured by their Content Scores.
I’ve devised a 3A model for Content Score evaluation: Authenticity, Accuracy, and Agility. Authenticity stands for trusting the integrity of the brand’s messages. It represents the combined psychographic consistencies or personality traits of individuals or brands across online and offline channels. Brands today that are using bots to connect with their customers need to ask themselves if those bots are consistent with the characteristics and messaging of their brands.

Accuracy is the specific validation of the message on the strength of its credibility and trustworthiness. A number of fact-checking websites are foraying into the cyberspace in this age of alternative facts. One bad experience through an inaccurate message is all it takes for a customer’s perception to change about a brand. A false narrative can be pushed through the use of inaccurate media content.

Agility measures the nimbleness of the brand on the ability to put out information in a timely manner to reflect the true status of their brand. If a brand has changed over time this would not be reflected by Authenticity alone but by an adaptable and changing persona. In this age of fake bot Content, it’s also the ability to take down fake Content from one’s sites proactively. Last year, a fake Facebook Live video showing a live feed of the International Space Station (ISS) went viral on social media.

In this dynamic digital landscape, not all stories have a happy ending as McDonald’s Twitter campaign showed us with the hashtag #McDstories. While they hoped it would inspire happy tales and heart-warming stories, things turned sour when their detractors turned the hashtag into a “hashtag” and shared horror stories not limited to the inhumane treatment of farmed animals, health issues with fast food and so forth. McDonalds, thus had a very low Content Score as they created a platform for user-generated content without being able to channelize it to positively affect the brand vision. As a result, Authenticity, Accuracy and Agility was called into question as in this case, more often than not, it was not the loyal customer demographic talking about the McDonald’s brand! The converse of brand advocacy was on full display.

Charles Spurgeon once said, “A lie can travel half way around the world while the truth is putting on its shoes.” In this digital era, the lie has probably travelled the world ten times over while the truth is confined to some isolated filter bubble. Sustainable brands must be custodians and genuine storytellers of the truth at all times, unblemished across the sands of time. This is only possible through true Content Power that can spark a revolution in brand engagement with reinforcing relationships that can make a positive difference in the consumer’s life. John Deere is at forefront of this movement, will other brands follow suit?
The moment we understand the purpose of our very creation and of our very existence on this planet Earth, everything else falls into place. Why have we been “placed” on planet Earth? Certainly not to jeopardise it. If we go from the understanding and acceptance that we have been stationed on Earth to take care of it, to nurture it, to make it thrive, we would have built businesses not with the primary purpose of making money but to take care.

Brands will be created and sustained the moment that our purpose is to care, is to give. Care defines time, culture, race, colour, place. A simple act of caring creates an endless ripple and multiple acts of caring will have a compound effect. As it is said, giving starts the receiving process. Our main focus should not be on profit. Our focus should be on creating products and services that serve people, that serve humanity, that serve the Earth, that respects and makes judicious use of the resources of the Earth. Changing the gear of our business acumen to caring will create over time a sustainable brand and profits will flow in compounded values.

We realise throughout history and even in today’s world that humans have been making use of the Earth’s resources out of greed and not out of necessity. It is of paramount importance that we rethink of the utilisation of our resources and to rebalance production and usage. We have to give justice to the Earth.

“Good marketers see consumers as complete human beings with all the dimensions real people have.” – Jonah Sachs

“Our jobs as marketers are to understand how the customer wants to buy and help them do so.” – Bryan Eisenberg
THARANGA VITHANAGE, Head of Sales & Marketing, Hyundai Lanka Private Limited

Topic: - Marketing for Good

Your Business or brand you market should stand for a good cause. Marketing in Business is no longer used to make mere profits. And mere exaggeration of features and importance of products or services of the business you offer via marketing is no longer accepted by the general public. Hence there should be a strong connection between entrepreneurship and giving back to Society. Therefore Good marketing is all about educating and giving the true content of the business to its’ customers.

My Quote:- Good Marketers Influence People But Smart Marketers Create Values in People

“Successful companies in social media function more like entertainment companies, publishers, or party planners than as traditional advertisers.” - Erik Qualman

“Whether B2B or B2C, I believe passionately that good marketing essentials are the same. We all are emotional beings looking for relevance, context and connection.” – Beth Comstock
**SAMEERA CHATTUNKOYRATTY, Managing Director, Safe Sha Training Centre Ltd.**

**Topic:** The Future of Profit is Purpose

There is one fact in business that I believe is the most fundamental - A business only exists to add value. I heard too many times people say that they started a business/project for reasons that revolve around themselves, instead of the people they serve. Too many conversations revolve around “finding the Return on Investment (ROI)” of certain activities. Income and Revenue within a business is the life-blood of that business. I know and advocate the optimization of income-producing activities. What I write today is to suggest that we give a second thought to actions, that until this point have gone unnoticed as being productive.

With the expansion and popularization of social media platforms, brands (that’s companies and people, because we are all brands) have been closer than ever to the very people that keep them in business. We can relate to our current economical state to the 1800’s and early 1900 when you would go to a market and the owner would have your favorite french bread hot and ready, because he knows you by name and that you came in every Monday. Now think about the same owner, giving you a personalized treatment on a global scale.

Open up your Facebook or Twitter feed and you will most likely see someone talking to or about a brand. Why is that important? Because we as people are TIRED of being sold to. We are tired of companies trying to sell us their new stuff, yet we love to buy. We love to surround ourselves with things that represent who we are. The clothes we wear, cars we drive, technology we use (should I go on?) say something about us. There are hundreds, thousands, millions of items that are similar in price and quality.

I have a golden circle rule which I always focus:

**What:** Every organization on the planet knows WHAT they do. These are products they sell or the services they provide. How: Some organisations know HOW they do it. These are the things that make them special or set them apart from their competitors.

**Why:** Very few organisations know WHY they do what they do. WHY is not about making money. That’s a result. WHY is a purpose, cause or belief. It’s the very reason your organization exists.

The principle behind Purpose Marketing or Purpose-Driven Marketing is to use brands outreach to voice the “mission behind the brand”. Anyone would be able to tell me what their business does and how they do it, but how many can tell me WHY? Once a brand is able to clearly talk about why they do what they do, then people who believe in the same things will be attracted to that brand. We will naturally become ambassadors for a brand that represent us to the world.

Allow me to outline 3 steps that are ESSENTIAL for businesses today:

1. **Define a Mission:** Your brand is more than a product, you must have a mission that is being fulfilled through a product.

2. **The mission MUST be the motivating factor behind every single action in a company.** From Marketing to hiring to customer service interactions, everything a brand does, should be proof of alignment with the mission.

3. **Use the best-proven marketing strategy:** “Care your face off!” Care about the people who are willing to give your brand a chance. Care about the people who allow your brand to represent them. No Return on Investment (ROI) statistic will ever be able to measure the powerful impact this strategy has on growing your brand.

A personal quote to be in the topic:

“The Purpose of the Business is to create a mutually beneficial relationship between itself and those that is serves. When it does that well, it will be around Tomorrow to do it some more.”
AISHWARYA JOSHI, Founder, The Lighthouse Cohort

Topic: Letting Go of Convenient Labels

There is a lot of talk about “doing well by doing good”. Recently, former MD and CEO of Britannia Industries Vinuta Bhat rightly shared, “Social responsibility of a business cannot be confused or equated with corporate social responsibility (CSR). It is significant to acknowledge that social challenges are not mountains that cannot be moved and yet, big issues affecting the peace of well-being of the people and planet are not being addressed with the resolve and attention they deserve.

It has been a convenient notion for the past few decades that the rich, educated and well-informed corporate mind can explore the nature of this perception with great detail.

However, a new breed of business players currently known as “social entrepreneurs” are breaking this notion around business practices and creating a buzz in the right direction. Not to be conveniently mistaken as providers of social service, social entrepreneurs are essentially facilitators of sustainable services making profit through enduring social impact versus the current fleeting progress offered by majority of CSR programs or traditional non-profits.

Social entrepreneurs hailing from varied backgrounds -grassroots to professionals - are today’s rainmakers adding action and impact to solutions around the world’s pressing challenges. These are the new type of business models driving the correct message home and setting milestones for the concept of business with a purpose.

These change makers have also embraced the most undermining factors around the lack of capacity or capability in the existing NGOs to meet incremental demand from companies to implement their CSR initiatives.

Responsibility is never the nature of few privileged, but is that which has to be taken not given - whether it is at an individual, community, government or corporate level. CSR cannot be used as a convenient label to showcase responsibility. Businesses have access to bigger and better opportunities to create a path of least resistance for reinforcing responsibility in the value system of the brand. It is not just using the money but also the resources more rationally to redefine what makes us secure and successful in this world.

Businesses provide livelihoods but are they always sustainable.
It is worthy to note that a brand can be truly sustainable, if the majority of its stakeholders have access to enough resources to live dignified lives in freedom from want and freedom from fear. Sustainable livelihood are also strongly interconnected and interdependent with a peaceful and non-violent environment.

10 yrs. ago it was different but now things have changed.

If only more brands acknowledge that restoring peace and non-violence anywhere around the world is not just about doing good but it also contributes to stable world economy. It’s not about the good guys vs the bad guys or rich vs poor – it is about if the industries can stay strong and the economy can thrive. It is about being part of the solution and recognizing that acting on these issues is in the self-interest of any individual or organization. There is a need to act and they need to act from the most unsuspecting places. Each of the brands who care about the different things they care should just wake up and realize that we can’t wait for the other guy to do it, we have to do it ourselves. Sustainability in any area of work is hard work every single day. It’s not a want but a need of the hour to find a way of making money and being recognized for doing good not only for good will but for realistic sustainable development benefitting many. Ideally all businesses should be working towards aligning their services towards making a difference in the ecosystem. However, social development programs under CSR also require endurance and long periods of investment in capability and delivery to make any meaningful difference.

There is hope for actual change, only when businesses let go of convenient labels to embrace real purpose with action to make it happen.
TAJDIN HASSAN, Head of Marketing, The Daily Star

**Topic:** Branding Practices in News Media Industry

The news media industry we talk about today was gradually developed through many adoptions and changes brought in the picture by the passage of time & the evolution of technology. The prologue of this industry was written on hand made paper & now on LED screens. The branding activities are quite surprising around the corners while adapting the technological edges.

Every type of news media because of their physical state and their potential to be preserved, have always had the edge to make stable impressions & long lasting effects on the readers. We often see the big names in the news media industry are getting involved in diversified brand activities & in wide array of affiliations to increase the brand visibility. Also personal & individual endorsements by prominent public figures boost the credibility of their brand names among consumers/readers’ minds. Added to these, organizing legitimate events, taking part in social initiatives, getting involved in creating social/national values pretty much ensure the exposure for well-known news media brands. Meanwhile these brands also try to light up different appeal to acquire psychological space among their readers by addressing issues cultural groups, sub groups, etc. Publishing books, magazines, supplements, arranging online & offline campaigns with the affiliations of other entities, organizations trigger brand persuasions for certain brands.

With the technological advancements tangibility appeal altered from pages to screens which eventually created a new group of readers/information enthusiasts. The chunk of active readers is occupied over online news portals as the distance of them from any particular information is just a click. By this hype newspapers & news media brands are being adaptive to website traffic & social media focused branding strategies. Also the dominance of skimmers is at rise which was leaning on the side of readers in printed versions. Technology has opened up doors through which niche target branding, pinpointing market & profiling readers are possible which were pretty impossible in the golden era of printing.

In present days, marketers are finding it hard to estimate the priority among print and digital news media. As the consumers are receiving more & more freedom while gathering information, advertisers are trying to be one step ahead with this conscious market. Eventually both the groups are getting smarter while dwelling around the verge of information. When one is trying to run away from advertisements, another is trying to camouflage it. That opens up opportunities for news media industry to experience dynamic branding & marketing shifts in the coming decade.

“Marketing strategy is where we play and how we win in the market. Tactics are how we then deliver on the strategy and execute for success.”

- Mark Ritson
Topic: The Future of Profit is Purpose

Till a few years ago, if someone asked, “Why does someone run a business?” the answer received was that apart from the passion for achieving something in life, usually one of the motivating factors of running a business is to make profits for its owners and the other stakeholders.

Not so any more.

Businesses should serve a social purpose. Though making profits is still a major goal, it is slowly becoming more of a means to an end. Organizations both big and small today are realizing the need to give back to the society. The purpose of making a profit is therefore slowly taking the form of the various Corporate Social Responsibility (CSR) related activities that these organizations take up, depending on their area of interest.

What is ‘Profit For Purpose’?

The shift in the mindset from a complete focus on generating income and revenue to trying to understand the bigger purpose of making profits, is a very welcome change—and is the base on which the ‘Profit for a Purpose’ theory stands. A few other common names given to this practice are Social Purpose Business (SPB), Profit-with-Purpose, Social Enterprise, Social Ventures, and more. An organization is said to be treading the principle of ‘Profit for Purpose’ when it diligently, and conscientiously, starts to channelize a well-thought about portion of its profits towards fulfilling some social goals. These goals may be in the form of adopting a small village, or an orphanage, and taking care of all their needs. However, the inherent culture of the organization has a big role to play in achieving this purpose. If its employees do not believe in such activities, the whole act of the organization comes across as just another marketing gimmick to earn some brand recognition.

A two-way street

It is interesting to note that while a lot of businesses are trying to search for the best way to do charity, on the other hand, a lot of “not-for-profit” organizations such as the NGOs and more, have been trying to find means of creating more profit to sustain their activities. When these two totally different types of organizations move toward the common goal of serving common good, it leads to a lot of new thoughts and ideas, leading to innovation.

Per the The Deloitte Millennial Survey 2017, the Millennial employees are looking forward to make an impact through their employers, and want business to shift its purpose.

“Millennials feel accountable for many issues in both the workplace and the wider world. However, it is primarily in and via the workplace that they feel most able to make an impact. Opportunities to be involved with “good causes” at the local level, many of which are enabled by employers, provide Millennials with a greater feeling of influence.

While they continue to express a positive view of business’ role in society and have softened their negative perceptions of business’ motivation and ethics compared to prior surveys, Millennials still want businesses to focus more on people (employees, customers, and society), products, and purpose—and less on profits.”

What about the funding for such causes?

Social enterprises increasingly getting more capital, from impact and venture capital funds

“there might still be a lack of clarity over the term social enterprises, which are for-profit ventures looking to make a meaningful impact on the bottom-of-the-pyramid segment. But the sector is now seeing increased interest from investors, with more capital coming in from both impact funds and venture capital (VC) funds.”
Intellecap Impact Investor Network (IIN) is India’s first ‘angel’ network for high net worth individuals and institutional investors seeking investments in early stage social enterprises. Per a report by Intellecap, private equity and VC investors invested about $906 million of the $1.6 billion invested in impact enterprises in 2014.

According to the McKinsey report titled ‘Impact Investing: Purpose-driven finance finds its place in India’, “impact investments – that meet the needs of the base of the pyramid population in a range of sectors such as healthcare, education, financial inclusion, agriculture and clean energy – cumulatively totalled $5.2 billion since 2010, with 2015 being the turning point, when that year alone the investments touched the $1-billion-mark. In 2015, the investments totalled $1.1 billion in India; the value of annual global impact investments topped $22 billion that year.”

**Profit for Purpose is the future**

Organizations having a clear Purpose are not only emerging successful, but are also able to attract and retain new talent. The Deloitte Millennial Survey 2016 found that 73% of millennials want businesses to focus more on people, products and purpose – and less on profit.

Organizations that believe in profit for purpose can be the economic force, the change-lever that this world needs today. Thus, “do good, do well” – as you give back and make a social impact on the society, you also get ample opportunities to grow and scale your business further by generating more revenue.

**References**

Topic: Solving Corporate Myopia by Identifying Purpose

Many of us suffer from myopia, not only in our eyesight but in our corporate, departmental or functional visions.

"Marketing myopia," was a term coined by Theodore Levitt in the 1960s. He warned companies that a continued focus on current customers and their needs, would lead to missed opportunities and modest profits. What time has proven out is that this statement was generous. Corporate life expectancy has stumbled from 75 years to 15 years in the last half century, with 88% of the Fortune 500 firms from 1955 no longer remaining today. Lacking vision and relevance is fatal. The explosive rate of technological change has its hand in this, but so does many a corporates ability to find their true purpose.

So how are companies expected to do this and avoid the fates of Blockbuster, Borders and Kodak?

Is Customer centricty the answer?

Levitt’s warning was to not always focus on our current customer. Henry Ford is often quoted for stating "If I had asked people what they wanted, they would have said faster horses", and Steve Jobs famously espoused that "People don't know what they want until you show it them". If this is all accurate, why then are companies suddenly obsessed with customer centricty, and is this the wrong approach?

Yes and no.

Levitt, Ford and Jobs are just illustrating that humans often don't know why they do what they do. This is a big challenge for companies in two ways. One, their customers are unable to consciously tell them what needs to be done, and two, the company themselves may be at a loss of truly identifying what it is they are in business for. So yes, it is important to understand the customer, but in a way that may not be obvious from the outset.

A customer is not logical

If you ask a customer why they have bought a product it is easier for them to give you a logical reply for example price, convenience and/or brand. This would be fine if logic drove purchasing decisions, but it does not, emotion does. As Douglas Van Praetputs it "Emotions don't hinder decisions. They constitute the foundation on which they're made".

So let us flavor each of the above responses emotion; price, "because I feel like a saint when I'm thrifty"; convenience, "I hate wasting time, time wasting makes me anxious"; and brand, "people look at me like I am someone when I wear the brand, I feel more attractive". The investigation into a deeper purpose can lead to the discovery that your product or service is successful not because of what it is but the greater sense of what it does, even if at first it may be subconscious to your customers. This emotional

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1 Steve Denning, Forbes, "Peggy Noonan On Steve Jobs And Why Big Companies Die", November 19th 2011
2 AEIDEAS, 18th August 2014
requirement is key to driving loyalty as well, as seen by Forrester Research's assessment of the three E's of customer experience, ease, effectiveness and emotion; emotion was the ultimate loyalty driver 

This is where customer centricity steps in, it is by only truly understanding your customers at this deeper level that companies can truly make a difference. This would include seeing how your customers live their lives, how they interact and use your product or service, the absent-minded comments they make whilst interacting with you and the emotions they pass through during their customer journey.

So how does this assist companies remain relevant?

Understanding customers at this deeper level assists companies in understanding what their actual business is. Many companies look at what they do, as their business, but truly customer centric companies get that it isn’t about what they do but what they enable that is important.

Let’s think back to the list of companies mentioned earlier. Blockbuster, Borders and Kodak were stuck in the mentality that the business they were in was equivalent to the product or service they delivered. This ended in disastrous circumstances, as the competition that took over understood the deeper need of each of their customers.

Things may have turned out very differently if Blockbuster had realized it was in the business of helping customers be in control of their choice of entertainment in the comfort of their own homes, rather than videos. If Kodak had truly realized “sharing the Kodak moment” was really what it was about not the film, and if Borders had realized they were about enabling the love of reading everywhere rather than selling books and coffee, could their fates have been different?

In today’s world it is key for the deeper needs and motivations of customers to be fully comprehended, and that companies embrace solving for these. If they get too focused on the current product or services at hand, their future horizon will not enable the stretch required for the innovations that would need to be introduced for their continued relevance tomorrow.

On a final note, understanding this deeper purpose drives a further beauty, as it is more likely to resonate with the wider corporation providing a true vision to get out of bed for and a culture to rally behind. Just consider whether Toys‘R’Us’s fate would be any different if it’s purpose and vision was “spreading happiness in each and every child” rather than the product driven one it holds today.

It is time each corporation took stock of who they are, and what purpose they are driving for customers, employees and their own longevity.

Reitsema, Reineke, Forrester Research presentation, “Empowered Customers Expect Excellent Experiences”, September 28th, 2017

Toys ‘R’ Us vision currently reads “To be the dominant toy and educational toy retailer for children in Asia offering the right products, at the right price, at the right time in a pleasurable and convenient shopping environment.

“In the new world of product development we cannot afford to provide customers with what we think they want, we must provide them what they need based on who they are – but do it in a way that is genuine to you and you’ll both be happy.”
Topic: The Purpose is Inherent in Indian-ness: Discover it!

The reason a business exists, beyond making money. This is ‘purpose’ as defined by Jim Stengel, the former global marketing officer, P&G. The articulation of this statement did not give birth to the concept of ‘purpose’. Purpose existed from the minute the first business transaction took place. Business was never associated with greed. In olden days it was backed by purpose, of fulfilling met and unmet needs of consumers across cities, countries and continents. There was an inherent fairness in assumed in the transaction. In fact it is said that Prophet Mohammed for known for his astute sense of business before he started preaching. Today, there is suddenly an overwhelming number of business and brand forums which want to talk about ‘purpose’ in the context of business, showcase it and seize it. It is almost as if businesses want to reclaim this ‘purpose’ which had gone amiss for a while.

In India, ‘purpose’ is not a new talking point. While the multinational brands had their golden run in India, sometime from 1990 for about fifteen odd years, the average Indian consumer was also fulfilling her daily needs by purposeful, home-grown, understated products which did not even have the temerity to call themselves “brands”.

The concept of branding is largely American. It alleviates a simple consumer need into the realms of a dream-like projection of reality. The Lux beauty brands have used film stars as endorsers since as far back as 1929, lifting the glamour of the brand beyond the simple functionality of a cleansing agent. Not only did they manage to create a surreal, magnificent allure such that every woman was clamouring for a Lux bath but also managed to attract some of the best brains of the country from top management schools because it was oh-so glamorous to be selling unreal dreams to everyday ‘mango’ people. In the 1990s, every freshly minted management graduate wanted to work for Hindustan Lever. The way the now want to work for Google, Facebook or Amazon. A mass hypnosis of sorts, created by purchasing disproportionate amount of media, projecting chimerical images that lifted people from their mundanity and making sure that the neighbouring ‘kirana’ store had the goods when you wanted a bit of “escape”.

In the background somewhere, the Mysore sandal soap, the Margo, the ’ilmanjans’, the shikakais, the vicco-vajradantis, the Baboos and the Binacasket doing their job. Fulfilling the purpose of a clean, wholesome, antiseptic grooming to prepare the average Indian for the day’s challenges. There was nothing ultra-glamourous about it. Just pure purpose.

When Fabindia launched in 1976, it was again purpose that set the wheels in motion. As the story goes it was John Bissell’s brainchild. A way to get rural artisans a sustainable market and introduce them to high quality merchandise. Today, Fabindia relays a huge number of products that meet the everyday purpose of high quality and fair trade, whilst helping more than 40,000 artisans.

Post 9-11. and the advent of social media, there has been hyperconnectivity that has opened new and dangerous media territory to the common man. An uncensored world where ten year olds in the United States could witness beheadings by ISIS. Where news was instantaneous. Where polarizing leaders fanned populist sentiments on one-on-one media and you could witness the looting, pillage and disruption. Where news was entertainment—and sometimes manufactured and fake. The financial markets went bust, driven by unmitigated greed. The subprime crisis the revealed the deep fragility in a trusted financial system. Where controls slipped and security was threatened. And all of it got amplified on our three by two screens. To fan fear further, there were natural calamities of unprecedented magnitude.

All of this has led to a new kind of a common dystopic perception of the world, which we are still trying to understand. And also a need to find something more solid, certain and sustainable. Hence, a global movement to return to roots and nature. To preserve and nurture. A craving for things that do not reek of crass commercialism. There is a movement which is finding its voice in the choices that consumers are making. A whole lot of multinational brands have experienced the downfall in the recent years. They have watched their customers make a beeline for the unglamourous, rooted in ancient sciences. Consumerism is not the same any more.
Indians are not alien to this mass rise of a new kind of conscientious capitalism. People want to choose their consumption carefully. Things that are sustainable, non-toxic, non-chemically treated, authentic, real, with believable claims. There is data to suggest that from a commercial perspective purpose-led marketing and marketing campaigns are strong performers. In India, purpose in business is not new news. From the era of Gandhi, Indians have been educated about sustainability, zero waste and living within one’s means. This is also exemplified by our very own homespun lifestyle brand – Khadi. There seems to be somewhat of a resurgence with a certain segment of the vast Indian middle class.

In India, ‘purpose’ does not have to be defined. We Indians are fortunate to have centuries of ancient science, thinking and wisdom, products and brands at the grass roots that have been quietly working in the trenches. Already, Indian practices such as Yoga have enlightened wellness seekers in incredible ways. Research into the workings of the anatomy and the miracles of yoga are shedding new light into concepts of wellness and fitness. The Indian small farm has been practicing sustainable, organic crop growing for centuries, nurtured on natural compost.

Due the democratization of technology, in every other household, there is an entrepreneur who can make her own food and sell it online. She is also content with her scale of “small” vs “massive”. This has led to a rise of millions of home-entrepreneurs in the food, ready-to-eat sectors. In fact large multinationals are finding it better to partner them than go against them.

The new consumer, comprising of sensitized millennials are demanding the real stuff. No fancy, unrealistic, dream-world kind of imagery. There is an unprecedented attention towards genuine purpose: good for me, good for community and good for environment.

Businesses and marketers can play a very positive role today in promoting these “purposeful” brands and helping them find their place in the consumption arena. Sometimes they need the right kind of communication mix and sometimes just a nudge towards selecting the right channel partners. In a connected world, market places can be multiplied, if the product with the right proposition exists. In the abundant world of tomorrow, there may not be the big five in consumer markets but there will be the five million small businesses, driven by the right purpose, with products designed for a new age which will value authenticity, sustainability and good quality above all else.

"The pressure on young chefs today is far greater than ever before in terms of social skills, marketing skills, cooking skills, personality and, more importantly, delivering on the plate. So you need to be strong. Physically fit. So my chefs get weighed every time they come into the kitchen.”

Gordon Ramsay

"Your customers are the lifeblood of your business. Their needs and wants impact every aspect of your business, from product development to content marketing to sales to customer service.”

John Rampton
Topic: I love to pay!

Sustainability is a very important part of us Earthlings.

And to me, it all starts with the desire to pay.

In this high tech era, I believe we are growing more and more used to getting something for nothing.

When you navigate in the Internet searching for a service review, often you will have listed as a con: it's not free, and as a pro: it's free.

And I ask: how can a business endure with free products? How then is one going to make the funds required to go to the supermarket to buy the milk required for the growth of our children?

I remember the time that my first batch of self-published books arrived to my house door, nicely packed, fresh from the printer.

Ahhh. I was just so pleased to receive that order I had so happily paid for a week before.

And now, there it was: the result of the efforts of many many service providers:

- The cover designer, Joelle
- The style artist
- The ink manufacturer
- The Create Space employees
- The carton manufacturer
- The packers
- The plastic foil manufacturers
- The transportation company employees

And I could go on and on and on!

Bewitched at the sight of that box which contained so many days and nights of expressing my feelings that were then printed on that book Spiritual Orgasms. Vivid Encounters in the Now, I opened the carton.

Ahhh. Gratitude started exuding all over my pores...

As I touched the carton, my mind went on blessings the trees which paper manufacturers had transformed into cardboard paper.

Now I had contributed so that they would be able to pay their supermarket bills.

As I saw the books so perfectly aligned so that they wouldn’t be damaged in the transportation process, my blessings went to the packers....

Now I had contributed for they would be able to pay their supermarket bills.

As I took the first batch of books out, like magic, I actually saw Mrs. Economical Energy emerge from the box, floating softly towards my living room, gently sitting down on the cream-colored sofa.
he was smiling ever so humbly. She had a long cotton dress on, with the collar all the way to her elegant throat which was adorned with a cameo.

Her hat, which covered most of her brownish hair under it, made her look ever so elegant, however humble.

The light sky blue of the impeccably ironed dress ?? contrasted magically with the sofa, making her just belong there.

In my living room.

Ahhhh... what joy!

Yes, I had paid for a service I wanted to pay for Again and Again and Again.

Sustainability is the art of wanting to contribute with other people’s dreams while giving your best service and getting paid in return.

This of course entails demanding that same excellence when receiving a service. To always feel the entitlement to expect quality because of having paid.

However, if you pay reluctantly, wishing to squeeze the service providers as much as your pockets can save, be sure you will be provoking a service that cannot be excellent simply because the freedom to produce excellency is not there since the resources are not enough.

Choose your service provider well, knowing ahead what you really want.

And when you define what you want give, your service provider the joy of producing it for you.

Appreciate and enjoy.

And last but not least, trust. Just trust. This will enable your service provider to believe in you and to want to give the best service possible.

Now, Mrs. Economical Energy will also be sitting in your living room. Constantly.

Guaranteed.

Welcome to Sustainability Land!

What is going on in your brain?

If we apply the knowledge of how the inner technology works for or against us, we can truly work towards reaching sustainability:

When you pay reluctantly:

- Your brain will detect a sense of balance and will arrange for the secretion of endorphins, the happiness hormone
- Your feeling of doubt will be promoted by these hormones which make you feel anxiety
- When in state of anxiety you can’t make a good decision as to what product sell or buy
- When you are in doubt about the product/service in your hands, you will not have the space to appreciate the vendor or service provider, busy in your unrest
- When you can’t feel appreciation for the service provider, his/her cells will contract, and the desire to give you their best will not be motivated
- When the sense of confusion is in the air, trust cannot be established
- When trust is not available, creativity can simply not thrive.

When you pay happily:

- Your brain will detect a sense of well-being and will arrange for the secretion of endorphins, the happiness hormone
- Your feeling of clarify will be promoted by these hormones which make you feel good
- When in state of clarify you can take a better decision as to what product sell or buy
- When you are happy with the product/service in your hands, you will have the space to appreciate the vendor or service provider
- When you let the service provider/vendor feel your appreciation, his/her cells will expand, and the desire to give you their best will grow
- When the sense of appreciation is in the air, trust expands
- When trust hugs both of the parties, creativity expands into its best

So what do you choose?

It is truly up to you!
KETAN KULKARNI, Head – Marketing, Corporate Communications & Sustainability, Blue Dart Express Ltd.

Sustainability is a broad concept that encompasses the triple bottom line: planet, people and profits and every business and brand has a role to play in balancing and improving the three elements and enable shared value to ensure ongoing success. Sustainability or Corporate Social Responsibility (CSR) has now evolved and become a powerful and strategic priority for companies across the world. Over the past decade, CSR has become common parlance and not just a buzz word and is increasingly and consciously being integrated into business.

CSR is an inside out approach and must be integrated into the organisation’s or brand’s strategy, which can be a far more complex process. Being a sustainable brand is now not an exception but an expectation. CSR helps build reputation which gives a company much larger benefits and can become a competitive advantage for the company. Therefore it is critical for a brand to build the business’s sustainability efforts into one unifying story and give customers, employees, shareholders and stakeholders an obvious reason to choose and embrace their brand.

Today, being a responsible company may make it easier to recruit new employees or retain existing ones and be an Employer of Choice. Employees take pride in being associated with a company that is highly CSR focused and may choose a longer tenure and contribute better. This paradigm shift is now also visible in customer behaviour too. Customers inherently choose to be associated and insist on doing business with brands that are inclined towards social responsibility. Such organisations gain the advantage of becoming a Provider of Choice for the customer. It doesn’t only lead to a positive brand recall and recognition but also strengthen customer loyalty.

Therefore, today CSR has gone way beyond the cheque-giving or tick box culture. CSR is now about organisations taking the responsibility for the impact of its operations on all aspects of society, the community and the environment. The good news is that organisation culture has progressed from doing well to doing good and that culture has transformed businesses phenomenally. New age leaders are embracing this well. While profit remains the key for a business to thrive, leaders are going beyond just maximising profit and shareholders wealth. The message is clear: The future of a successful business is a combination of ‘Profit’ and ‘Purpose’. The most successful companies, both in profitability and longevity, are the ones who recognize the absolute necessity of profits as well as the equally high necessity of having a purpose beyond shareholders’ wealth.

India is the first country in the world to enshrine corporate giving into law. Section 135 of the Companies Act provides the threshold limit for applicability of CSR to a Company i.e. (a) net worth of the company to be Rs 500 crore or more; (b) turnover of the company to be Rs 1000 crore or more; (c) net profit of the company to be Rs 5 crore or more. Furthermore, the act has also identified areas that allow companies to engage in programs relating to activities enlisted under the schedule VII, allowing flexibility to pick and choose as per the company’s strategy. It is much needed move and has brought about a greater focus and alignment in CSR conducted by companies in India.

CSR or Sustainability is a way of life at Blue Dart and inculcated in its DNA. Being part of Deutsche Post DHL (DPDHL) Group’s Post – eCommerce – Parcel division, Blue Dart as a company has always understood its responsibility to the planet, the environment and the communities among which it thrives. Blue Dart has a strong commitment to the planet and its strategy is in line with DPDHL Group’s Sustainable Strategy and climate protection goal ‘Zero Emissions 2050’.

Under the motto of ‘Living Responsibility’, Blue Dart (along with DPDHL) focuses its corporate responsibility on championing education (GoTeach), protecting the environment (GoGreen) and delivering help (GoHelp). These are supported and complemented by regional community initiatives, which demonstrate the voluntary commitment, special abilities and enthusiasm of our employees from across Blue Dart Country.

Blue Dart has carved for itself a leadership position in the industry through technology development, premium services, quality network and strategic alliances. Blue Dart aims to continue delivering value to its stakeholders through its People Philosophy and Corporate Governance based on distinctive customer service, business ethics, accountability and profitability.
As part of its Corporate Social Responsibility, Blue Dart runs various programs for the upliftment of disadvantaged, vulnerable, underprivileged and marginalized sections of society. Blue Dart has partnered with NGOs of high repute to run programs under these three pillars. The Corporate Social Responsibility (CSR) programs at Blue Dart are compliant with Schedule VII of Section 135 of the Companies Act, 2013.

Stakeholders have been clearly identified for every program. These include students and young adults from poor financial backgrounds, hearing impaired, women, senior citizens, etc. in areas of education, preventive healthcare, women empowerment, sanitation, waste management etc.

In addition to this, Blue Dart along with PDOHL also conducts Global Volunteer Day, a fortnight of volunteering conducted globally and an opportunity for employees, partners, customers and various other stakeholders to become responsible citizens by helping those in need.

A quick glance at Blue Dart’s Living Responsibility initiatives is below:
HOSPITALITY SUPER STARS
SUSTAINABLE BRANDS

Parveen Chander Kumar
Area Director, Pune & Nashik,
General Manager
Taj Lands End, Mumbai

Mr. Parveen Chander is currently the Area Director, Pune & Nashik, as well as the General Manager of Taj Lands End, Mumbai. He has received his education from the prestigious Institute of Hotel Management, Catering & Nutrition, Pusa, New Delhi and did his Master of Business Administration in International Hospitality - Marketing and Innovation from the Glion University.

During his tenure he has worked at various iconic hotels at important positions like Resident Manager at Taj Mahal Hotel - Delhi, General Manager at Taj Lake Palace - Udaipur, Deputy General Manager at Taj Mahal Palace and General Manager – Taj Lands End, Mumbai.

Parveen is a result focused and a passionate hotelier with a keen eye for detail. He is a team player who believes in mentoring and coaching his team to grow in their profession. He has received multiple awards for excellence in customer service; a few of them are the prestigious General Manager of the Year Award in February 2017 presented by the Lonely Planet Magazine India, Travel & Lifestyle Leadership Award and the Hotelier of the Year Award from Eazy Diner Foodie Awards in October 2016.

Arun Kumar Nayar
Executive Director
The Pride Hotel, Pune

Graduated from The Institute of Hotel Management, Catering & Nutrition, Pusa, New Delhi. Advanced Hotel Management Degree from Libera University, Viterbo, Italy. Specialization in Sales & Marketing & food & beverage Service from Cornell University at USA.

Over 47 years of experience in the Hospitality Industry. Has been Executive Director of Pride Hotels since the last 12 years heading the Operations & Development of the Group. Prior to that was Vice President Operations. Was earlier working as Director of Monarch Hotels, besides holding senior level positions in India & overseas. He is the Ex. President of the Poona Hoteliers Association & a member of the Executive Committee of PHA. Member of the Governing Body of the Board of Studies for Hotel Management Institutes, Government of Maharashtra. Member of the Yashwant Rao Chavan Open University.

Has won numerous awards & accolades notable amongst them:
- Lifetime Achievement Award from the Times Network.
- Pride of the Industry Award.
- Most Admired Director of the Year Award.
- Super Achievers Award.

Sanjeev Kumar Patra
Managing Director
Sandys Tower Hotel & Conventions

Sanjeev Kumar Patra, 44yrs - young & enterprising hotel entrepreneur has redefined the concept of luxury accommodation and created a new idiom in Odisha’s hospitality offering. Sanjeev, son of legendary hotelier Late Ladugopal Patra who had set up the ever popular Hotel Holiday Resort in Puri in the early 1980s, has gone a step beyond by setting up and establishing Sandy’s Tower – a new age luxury hotel property in the heart of Bhubaneswar. As Managing Director of Sandy’s Tower, he has already exalted this hotel to enviable heights. In recognition of his efforts, he was conferred the “Young Hotel Entrepreneur of India for the Year 2017 Award” in September. He was felicitated by Padmashree Chef Sanjeev Kapoor at the 52nd convention of FHRAI (Federation of Hotel & Restaurant Association of India) held at Hotel Shangri La Bangalore on 16th September, 2017. Shortly, Sanjeev was invited to Kolkata where he received the “Hotel Entrepreneur of the Year 2017 Award” in the CMO ASIA - Kolkata Hotel Industry Awards 2017. The Award was conferred by World HRD Congress Co Founder Dr. R. L. Bhatia on 8th November 2017 at Hotel Taj Bengal – Kolkata. On 2nd October, 2017 Sanjeev received a rare distinction of being recognized as the “Top 30 Most Inspirational Personalities of Odisha – 2017”.
he was working as the General Manager in establishing the upcoming, Sheraton Colombo, Sri Lanka.

He holds a Bachelor’s degree in Hotel Management from Welcomgroup Graduate School of Hotel Administration in Manipal. In his free time he enjoys good music, is a self-confessed foodie, loves travelling and is an avid follower of Formula One racing.

At Sheraton Grand Bangalore Hotel at Brigade Gateway, he capitalizes on his extensive experience in the fields of Operations, Sales & Marketing, and strategizes to take the property to new heights while working in tandem with talented senior leadership teams in the hotel.

Sujeet started his career with Front Office and subsequently moved to F&B garnering experience across major operating departments, working with prestigious hospitality companies like ITC Hotels, Marriott International & Starwood Hotels & Resorts.

His professional journey has enabled him to work in some of the prestigious hotels in leadership roles viz, ITC Park Sheraton, Chennai, ITC Windsor Manor Sheraton, Bangalore, Goa Marriott Resort, Renaissance Makati City Hotel, Manila, JW Marriott Medan, Indonesia and Westin Pune Koregaon Park.

Prior to being transferred to Sheraton Grand Bangalore Hotel at Brigade Gateway,

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VIKRAM NEIL ANTAO
Vice President
Radisson Blu Resort Goa

I graduated from the Institute of Hotel management in 1991. Thereafter my career was predominantly based in Goa (Except for a brief stint in Kerala in 2009/10). From an operational trainee in Resort Dona Sylvia straight after college, I’ve had a long and interesting journey through various positions in some of Goa’s finest hotels. I worked at the Renaissance for a couple of years, Cidade the Goa for 5 years, Taj Exotica and then the InterContinental in Canacona. The Intercontinental was my first preopening experience and one that I will always cherish. From my involvement with the project team, setting up the departments, to marketing and selling a property in a relatively unknown area, further from the airport than any other hotel in Goa made this experience a very valuable one for me. Post the opening, had a lot of exposure in sales, marketing and revenue management besides of course hotel operations. Career-wise, I rose from Front Office manager to Rooms Division manager then Resident Manager to General Manager in a span of 8 years. Was transferred to Kerala as preopening GM, worked there for a year, opened a luxurious spa resort called the Lail, Bekal and then moved back to Goa to re-join Dona Sylvia (and the Alcon Victor Group) after 18 years as General manager. In appreciation of my role in largely increasing revenues and market share over the previous year, streamlining systems and motivating and training staff, the management transferred me to their brand new, upmarket property, the Radisson Blu in April, 2012. As a manager, I strongly believe in bringing the best out of people. I keep my team highly motivated, well trained and abreast with the latest trends in the industry. Empowerment and trust, along with strong systems and procedures is how I run the unit. My focus is also very much on revenue. We have achieved a phenomenal growth in revenue and GOP. Adopting the revenue management techniques I’ve garnered over the years, we have successfully increased our market penetration and now are steadily increasing our average rate.

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There is an emanation from the heart in genuine hospitality which cannot be described, but is immediately felt and puts the stranger at once at his ease.

—Washington Irving
AJAY WAHI
Managing Director
Fastbooking India Pvt. Ltd.

Ajay Wahi began his career in 1985 with Sales and Product Management at a blue-chip, NIIIT based company. He subsequently gained considerable technical experience in the Systems Integration division, where his mandate was to build high value, long-term business relationships with top Indian corporates. With an intensive 360-degree exposure to business, Ajay was ready to don the mantle of a CEO. He was hired to turn around a low-performing company, Mentis India (subsidiary of US company). His efforts were successful winning him recognition, resulting in his being hired by Electrobug, a UK company to repeat the success. Presently, Ajay heads yet another mid-sized vibrant company, Fastbooking India, a French company. Unlike earlier enterprises, where he had legacies to counter, here he had the opportunity to build the Start-Up from scratch. He was responsible for everything: Setting up infrastructure and interiors; Recruiting leadership team and other employees; Visioning and Strategizing for the future; Finalizing roles and goals top-down; Evolving policies to create a motivated staff; Implementing global processes; Brainstorming to increase employee productivity etc. At each company, Ajay brilliantly demonstrated how to create success with fewer people than actually required. He developed and retained a productive and energized team, enabling large benefits to be shared amongst fewer employees. A Win-Win for both the employees and enterprises.

AJIT SINGH
Hotel General Manager
Leopard Tree Premier, The Atrium

Ajit Singh is qualified (CHA) Certified Hotel Administrator from (AHLA) American Hotel Lodging and Educational Institute with Master Business Administrator in Hospitality Management from (NIBM) National Institute of Business Management. Detailed and an accomplished hospitality professional holding affluent experience of 25 years in the Hospitality Industry with the world’s finest hotels and resort chains in India and Overseas. Currently positioned as Hotel General Manager with Lemon Tree Premier, The Atrium Ahmedabad. Track record for increasing profitability by implementing effective business strategies during the entire work tenure. Expertise in setting up systems for efficient cost control, employee & guest satisfaction. Assisted in successful brand transition, managed pre-opening operations and new launches. Expertise in setting up systems for efficient operations. Managed very high profile events involving VIP state heads, politicians, business tycoons, royal families. Builder of critical partnerships and strategic alliances, able to sustain cordial relationships, find value in divergent viewpoints and resolve conflicts for win-win outcomes.

GAURAV GOSWAMI
General Manager
Pipal Tree Hotel, Kolkata

Gaurav Goswami, an English Graduate and Masters in Hotel Management, completed his training in ITC Sonar and Hyatt Regency, Kolkata. He has also completed his Post graduate diploma in Personnel management and Labour Welfare Relations and Corporate Law from Symbiosis University. He then completed his executive management training at Hotel Hindusthan International (a five star property in Kolkata) and has joined there as a Front Office executive there. Then he joined Panchwati Holidays (a luxury resort in Kolkata). Later he took the charge of Madhuban Hotel (a four star property in Dehradun). He has joined Pipal Tree Hotel in 2012 as a Front Office Manager of a pre opening team and still he is on as a General Manager of Pipal Tree Hotel (a four star premium business hotel in Kolkata). He is also a certified hospitality Front Office trainer from Tourism and Hospitality Skill Council.
SUSTAINABLE BRANDS

HITENDRA SHARMA
General Manager
Taj Banjara Hyderabad

Hitendra began his career with the Taj in 2006 as the Front Office Manager at Taj Residency, Vadodara. He later held portfolios such as the Front Office Manager - Vivanta by Taj - Trivandrum and EAM Accommodations - Taj Club House Chennai.

A Bachelor in Hotel Management and Catering Technology from Hyderabad, Hitendra has also worked with hospitality brands like ITC Group, The Claridges New Delhi and The Orchid Group.

In his spare time, Hitendra enjoys listening to music and reading non-fiction books. His hobbies also include travelling to remote/unexplored destinations and playing cricket. He unwinds the day spending time with his 2½ Yrs old Daughter.

The good guest is almost invisible, enjoying him or herself, communing with fellow guests, and, most of all, enjoying the generous hospitality of the hosts. — Emily Post

SIDDHARTH SAVKUR
General Manager - Aila Diwa Goa
Regional General Manager - India
Two Roads Hospitality Asia

Siddharth Savkur is currently responsible for the strategic planning, managing day to day operations and exploring new business opportunities for Aila Diwa Goa, in his role as General Manager of the property. In addition, he is responsible for the oversight and strategic management of all Two Roads Hospitality properties in India, and also stimulates development activities in the country. Siddharth brings with him over 20 years of extensive experience in the hospitality sector and holds a degree in Hotel Management and Catering Technology from the Institute of Hotel Management in Bangalore. Beginning his career with the Oberoi Group of hotels in Bangalore in 1995, he then moved on to Carlson Hospitality Worldwide. He headed the Chennai sales office and handled the mandate for promoting Radisson Hotels in Delhi, Chennai, Kolkata and Kathmandu and The Regent in Mumbai. After a short stint outside the hospitality industry, Siddharth then moved to Hyatt Hotels in 2005 as Director of Reservation where he oversaw the reservations function for all Hyatt hotels in India and Grand Hyatt Singapore. He was then appointed Director of Rooms at Hyatt Regency Kolkata.

RAJ SINGH
General Manager
Novotel Lucknow

General Manager at the Novotel Lucknow, a classified five-star hotel in Lucknow, with 106 rooms. Novotel Hotels, Suites & Resorts provide a multi-service offer for both business and leisure guests, with spacious, modular rooms, 24/7 catering offers with balanced meals, meeting rooms, attentive and proactive staff, kid areas, a multi-purpose lobby and fitness centres. I have spent close to 8 years in this role. It is considered to be in the hub of the city. I was recently Vice President at Siesta Hittech, Hyderabad where I spent close to 2.5 years and assisted in the execution of a successful expansion project for the hotel.

I have 19 years of experience in the hospitality industry, with notable expertise in revenue, costing, management control and reporting. Moreover, I have a proven track record in different, including pre-opening of Hotels. I conduct skilful recruitments of personnel. My personality and work ethic can be described as calm, hands-on, versatile and with an eye for detail. Strengths lie in setting standards, sales, controls and operations as well as being focused on coaching, well presented and excellent at motivating subordinates towards success.
VINEET MISHRA
General Manager
JW Marriott Pune

Vineet Mishra is the General Manager of JW Marriott Pune. In his role, he spearheads various specialized functions of the hotel and is responsible for steering the management team. He has a strong background in hospitality with the right set of skills and experience that augment the capabilities at the hotel to provide complete and state of the art experience for guests. Prior to his current role, Vineet was the General Manager at the Kochi Marriott Hotel. He began his career with Marriott International in the year 2010 and has worked with the Courtyard Marriott, Pune City Centre as the General Manager as well as JW Marriott Mumbai, Juhu as the Director of Operations. A passionate hotelier from Delhi, Vineet has more than 18 years of experience in the hospitality industry working in across different departments including Sales, Food & Beverage, Front Office and Rooms Division. He is a post graduate in Hotel Management from The Oberoi Centre of Learning & Development, Delhi. His passion for excellence has helped him swiftly move up the ladder in his roles. Vineet has also adorned several capacities with another leading hotel chain - Oberoi Group as the Executive Assistant Manager, Oberoi New Delhi and The Oberoi Grand Kolkata.

ANIL K. C
Hotel Manager
Holiday Inn & Suites Bengaluru

Anil is a passionate hotelier working with Holiday Inn & Suites Bengaluru as Hotel Manager. He started his hotel careers with Sheraton Abu Dhabi Resorts & Towers, Abu Dhabi as Front Desk Associate in the year 2002. He is willing to learn and develop in all areas of Hotel Operation and contribute to an organization through Innovation, Performance Enhancement and overall self and colleagues development. Anil has 16 years of experience in the industry and has been associated with various brands in Middle East and India that includes Sheraton Abu Dhabi Resort and Towers, Crowne Plaza Dubai Sheikh Zayed Road Dubai, Sheraton Deira Dubai, Country Inn & Suites by Carlson Sahibabad, Holiday Inn Cochin and Crowne Plaza Ahmedabad City Centre and Holiday Inn & Suites Bengaluru. He also represented IHG South West Asia as special task force team member to support at the London Olympics and Paralympics Games 2012. Along with this he has completed other special assignments and has contributed significantly by providing Operational Support to Holiday Inn Pune and Crowne Plaza Chennai, Holiday Inn Chandigarh Panchkula and provided Guests Enhancement support to Crowne Plaza Kochi, Crowne Plaza Kathmandu, and Holiday Inn Mumbai.

RAJESH CHAKRABORTY
General Manager
Vivanta by Taj – Aurangabad
Maharashtra

Rajesh started with his career in 1997 at Taj Residency Ummad – Ahmedabad. His keen interest in the Food & Beverage function led him through various assignments within the hotel in a span of 9 years and he rose to the ranks of a Restaurant Manager. He later moved to Taj Residency, Vizag as the Food & Beverage Manager and moved to The Gateway Hotel, Colombo briefly and was later promoted as the Executive Assistant Manager – F&B. He returned back to The Gateway Hotel - Ahmedabad as the General Manager in 2015.

His passion for hoteliering has been driven over the years through his innovative creation of varied food and beverage concepts. He is a well-rounded professional who has excelled in hotel operations gaining expertise in both Food and Beverage and Accommodations. His dynamism lies in his ability to face challenging situations and resolve them with great poise and elegance. Rajesh has completed his Diploma in Hotel Management from Kolkata in 1997 as also a Bachelor of Hotel Management from Anamalai Institute, Chennai in 2008. Rajesh brings a wealth of capability and hospitality expertise. He is known for his strong banqueting and Food & Beverage skills.
SUSTAINABLE BRANDS

MANISH GARG
General Manager
Umbel Properties Pvt. Ltd. (Hilton Bangalore Embassy GolfLinks)

With over 20 years of experience across various hospitality companies, in both local and international markets, Manish will be well prepared to lead the entire operations of the 247-key hotel in his new role.

With a strong pedigree in food and beverage, as well as conferences and events, Manish has demonstrated quality leadership skills and strong business acumen. Previously, he served as the general manager of Hilton Garden Inn Gurgaon Baani Square and did a remarkable job as the pre-opening general manager for Hilton Garden Inn Dwarka in 2013.

A native of Goa, India, Mr. Garg started his career with Hilton in 2011, and since has gained several prestigious experiences in Hilton and Hilton Garden Inn properties.

ALEX KOSHY
General Manager
Radisson Blu Ahmedabad

Alex Koshy, after completing his hotel management diploma in 1997 from IHM Chennai, moved to Dublin, Republic of Ireland to pursue his Post graduation in Business studies. He continued to work in Ireland and later UK. After 12 years of working in Europe and UK for the Fitzwilliam Group, Doyle Collection, Park Plaza hotels Europe, he returned home in 2011 and opened the Camouslough Wellness Resort in Kerala as general manager. One of his major achievements would be the opening of The Khyber Himalayan Resort & Spa in Gulmarg, Kashmir. Both Khyber and Camouslough are industry leaders in their category.

His most recent achievement is stabilizing the Radisson Blu Ahmedabad and establishing the hotel as one of the most desired business hotels in Ahmedabad. Over the last four years, Alex has been able to increase top line revenue by 27% and operating profits by 100%. Due to his systematic and innovative approach, he was able to increase the guest satisfaction percentage to 87% while reducing attrition by 2%. Alex is married to Amma and has two boys aged 8 & 5. He has managed to strike the right chord between work and personal life and maintains a good work-life balance.

RAVI KHUBCHANDANI
General Manager
Novotel Hyderabad Airport

“Ravi Khubchandani an Accor Hotels veteran, started his career with Accor Hotels in 2003 in Wellington, New Zealand. Over the course of his career in New Zealand, he worked across various locations, markets and offices including MICE, Corporate, Boutique and Airport hotels. His tenure with AccorHotels in India began in 2011 as the Hotel Manager for ibis Pune and in 2012 he was appointed as the General Manager of ibis Gurgaon. In 2015, Ravi was recognised as the “General Manager of the Year” at the Hotel Operations Summit India (HOSI) by world renowned hospitality body, HVS. This was in recognition of his exceptional performance in a very challenging market. In his current tenure as the General Manager of Novotel Hyderabad Airport, Ravi has concentrated on enhancing overall guest experience at the hotel and has brought about stellar growth in revenues despite of various market constraints. He has developed a talented and committed team that is agile to adapt to the complex and fast evolving business environment. Ravi has also been instrumental in augmenting the awareness of the Hotel and its philosophy with his multidimensional approach towards various marketing, visibility and CSR initiatives.”

“Hospitality invites to prayer before it checks credentials, welcomes to the table before administering the entrance exam.”
--Patrick Henry
Mehrnavaz Avari
General Manager
Umaid Bhawan Palace (a Taj Palace)

Umaid Bhawan Palace – A Taj Palace, has appeared in the US Conde Nast Travellers Readers’ Choice Awards “50 Best Hotels in the World List” under the leadership of the youngest Lady General Manager of Taj, Ms. Mehrnavaz Avari. Mehrnavaz started her career in 2002 as a Management Trainee and has been associated with the Taj Group of Palaces, Hotels, Resorts, and Safaris for over a decade now. It was always her dream to be a world-class hotelier and excel in the field of hospitality. She recalls the day she walked into the Taj Mahal Palace Mumbai at the age of 5 years, with her parents and two elder sisters. Looking up at the bright blue dome, her heart was filled with excitement and aspiration that one day she would run this palace hotel. As a young hospitality professional adept at handling multiple responsibilities in the Food & Beverage division she rose through the ranks to Assistant Food & Beverage Manager. At this point in her career, she realized that to be a well-rounded hospitality professional, one needed to have exposure to the Accommodations Division as well. She spent 2 years in Front Office honing her skills in Customer relations, conflict management, crisis management, and revenue management. She strongly believes that learning is a continuous process and one can never know everything about any subject as the world is constantly evolving. As she often says to her colleagues, “One must always act as a Sponge; Keep absorbing from the environment.” It is this philosophy that has led her to do a double graduation in Hospitality and Psychology with Sociology followed by a Masters of Management at the renowned Cornell University in New York and the Nanyang Technological University in Singapore. She gained International work experience in Quality and Ritz Carlton New York and Revenue Management at Four Seasons Austin in USA. Upon her return to Taj, she was offered the most challenging role of Food & Beverage Manager, and was later promoted to one of the most operationally large city Hotels of the Capital, Taj Diplomatic Enclave (erstwhile Taj Palace), New Delhi as Resident Manager. During this period she has won several recognitions such as the Young Hotel F&B Manager of the Year by FHRAI, the Fairmont MMH Best Student Award at Cornell, Vice President of the HGSO and the Best Sommelier at Taj Group. She has also been privileged to be selected amongst the top talent to attend the Tata Group eMerging Leadership Seminar. Mehrnavaz now heads the prestigious Umaid Bhawan Palace as the General Manager. Under her leadership, the Palace has achieved several awards and accolades including the No 1 Brand in Asia – Luxury Hotel, Featured in the Top 25 list of Best Hotels in the world from Tripadvisor, and so on. She has been actively promoting the Palace and Jodhpur as a destination at International trade fairs and domestic sales missions. Her passion for hoteliering is evident through her innovative festive and food & beverage concepts.

Vinay Chotalia
General Manager
Hotel Holiday Inn Pune

With 30 years’ experience, Vinay has been a part of several hotel brands; this year he has won the “Best General Manager SWA 2017” awarded by ‘Inter Continental Hotel Group’ among various others. Vinay started his career with Ramada Palm Grove – Juhu Mumbai as a front office. Worked in The Leela as Asst. Manager front office. In Mumbai he worked for 13 years. He gained the initial insights about hotel front office operation and different markets. He grew his career from the front office eventually to become the Corp. Rooms Division Manager of The Pride group of hotels. During this period he was also involved in the expansion program of Pride hotels. He was in part of the task force and project team for a pre-opening of The Pride hotel Ahmedabad. Later in 2008 he opened Royal Orchid hotel Pune. From 2006 to 2016 he has been assigned as General manager of hotels like Royal Orchid hotel Pune, ITO Fortune Pune, Holiday Inn Pune. He has expertise of being cost effective and converting sick unit in to profit center. He was president of Pune Hoteliers Association as well. Vinay then went on to join the Holiday Inn Pune Hinjawadi as the General Manager, with challenges like quality of product and services, HR issues, financial crises and low revenue of the hotel.

Hospitality should have no other name than love.
— Hurricane Mears
Rishi Neoge has been managing Howard Johnson Bengaluru Hebbal for the past two and a half years, as General Manager. It is an offshoot of one of the most celebrated global chains under the Wyndham Group of Hotels. An alumnus of Mumbai University, Mr. Neoge has a vast experience in the industry with some of the most reputed brands. In a short span of time he has helped the brand create a niche for itself in Bengaluru and enter a healthy competition with older established names. His vision for HoJo is to further expand the scope of the hotel and make it a one-stop solution for all business and leisure travelers in Bengaluru. Besides his love for work, he is also an avid gym enthusiast, cook and enjoys listening to music and social networking.

An alumni of IHM Mumbai, popularly known as the Dadar Catering College, Amaan joined ITC as Hotel Executive Trainee at the ITC’s Hotel Management Institute in Gurgaon in 1996. On completion of the Management Training programme he was posted at ITC Kakejiya, Hyderabad. As a Food & Beverage professional at Hyderabad, moved onto the Sheraton New Delhi and ITC Sonar Kolkata. He was posted to ITC Windsor in 2006 as the Food & Beverage Manager, and 6 months prior to opening of the ITC Gardenia, Amaan was appointed the Executive Assistant Manager of the hotel. He played an instrumental role in setting up and launching the culinary landscape of this fine hotel. He was awarded the Runner-Up Young Restaurant Manager of the year by the F&BRAI in 2001 and then the Young Restaurant Manager of the Year in 2002. He also received the Food & Beverage Manager Runner-Up Award in 2011 from Hotelier India. Subsequently he rose to be the Resident Manager of the hotel before moving to ITC Grand Chola, Chennai where he was subsequently elevated to the position of Hotel Manager. He is now the General Manager of ITC Gardenia. He is delighted to be back in the Garden City of Bangalore and looks forward to an exciting journey at the helm of this hotel.

“Bhagwan Balani is the general manager for Hilton Mumbai International Airport, the intimate, stylish hotel conveniently located near the international airport of Mumbai. Bhagwan is responsible for overseeing hotel operations for the 171 room hotel along with its F&B program.”

“True hospitality is marked by an open response to the dignity of each and every person. Henri Nouwen has described it as receiving the stranger on his own terms, and asserts that it can be offered only by those who 'have found the center of their lives in their own hearts'.”

- Kathleen Norris, Dakota: A Spiritual Geography
SUSTAINABLE BRANDS

SANDEEP JOSHI
General Manager
CARLSON REZIDDOOR HOTEL GROUP

Visionary, Business leader, a Passionate individual and a Fitness freak is what describes Sandeep Joshi. With 23 years of experience in luxury hotel chains in India, Sandeep understands what goes in making a brand. He started his career in 1994 in F&B department with ParkRoyal Delhi and the journey from there has been worth mentioning. Opening and launching new hotels along with new F&B entities has become his passion and hallmark. The list runs endless and to name a few, his first famed opening was restaurant Singh Sahib with Jiggs Kaia at Intercontinental New Delhi. This followed with opening and successful operations of Field, the biggest Irish pub in the country. Among the recent successes are opening of two flagship hotels under ITC group of hotels. The most cherished assignment of his is successful restoration and opening of The Savoy Welcomhotel, Mussone. The resort was positioned in the premium luxury segment and is a heritage property which opened in 1904. The property in many ways rivals Raffles at Singapore in luxury, history and designs. World famous Writers bar at the Savoy and Raffles are testimony to the linkage they shared with each other. He has worked with various renowned hotel companies, across the country such as the ParkRoyal.

INTER CONTINENTAL
Carlson and ITC’s hotels group. On personal front Sandeep enjoys travelling and has visited close to 10 countries. A long distance runner and a state chess player, he is really proud of his mental and physical agility. His love for food makes him an expert advisor on where to eat and what. His thoughtful approach and composed behaviour in most difficult of situations, is something that makes him stand out as an individual.

VIVEK PATHIYAN
General Manager
Chances Resort & Casino

Mr. Vivek Pathiyana is a man who is known for his true hospitality in the industry. Started his career with Oberoi’s Bombay, which was then called Oberoi’s Shelton and because of his warmth and great hospitality he was picked up by Marriott and has spent 11 long years with Marriott in different locations like Dharam, Riyadh, Amsterdam, Aman and returned to India, then worked with the leading hotel groups like the Ramada Palms Group, The Orchid Mumbai, The Leela Mumbai, The Pride Group, B&J Group, Ohris Group, Fidalgo, Fortune and now with Chances Resort & Casino. He has a great track record of turning around hotels and making them successful.

MANOJ MENON
Resident Manager
O Hotel Pune

A commerce graduate and post graduate diploma in Sales & Marketing from Symbiosis Institute of Business Management, started my career in the hospitality industry in July, 1991. Has a rich experience of over 26 years in the hospitality industry and was not only responsible for sales, but also setting up of hotels, 14 hotels in my career till date at Lonavla, Gujarat, Goa, Pune, Mumbai & Konkan belt. In the year 2003 moved to Concept Hospitality Ltd as Regional Sales & Marketing Manager responsible for the sales of Orchid, Mumbai and 6 other group hotels. Was G.M, Sales & Marketing, Western Region for the Fern group of hotels and was responsible for the sales of 22 hotels and 5 cities. Was also responsible for the feasibility study, setting up of hotels, setting up S.O.P’s, the sales team, training, revenue management, designing special packages, the tariff and interface with owners and clients. Have been at the O Pune for the last 4.5 years, started off as Director Sales and later promoted as Resident Manager and head of operations. Have been focusing on revavil of clients post the German Bakery bomb blast which severely effected the performance of the hotel leading to losses.
MADHU NAIR  
Vice President Operations & General Manager  
The Corinthians Resort & Club  
An incisive professional with 36 years of in-depth experience in Hotel & Restaurant Operations within India and Overseas. From conceptualization to actual operations, Strategic Planning & Customer Servicing in the Hospitality Sector. Immensely experienced in planning, monitoring and managing the entire operations, including new set ups, resource planning, systems and practices requisite for the smooth functioning of all departments, Nair has a proven track record of developing procedures, service standards and operational policies, planning & implementing effective control measures to reduce running costs of the unit. Awarded “The General Manager of the Year-All India” at the Hotel & Food Services Awards 2001 from over 3250 hotels across India through an ORG-MARG poll & interviews. Awarded the “Outstanding Young Professional of the Year” for Excellence in Hospitality by Rotary International. Nair is adept at tracking record of developing operational policies/norms, systems & controls, motivational schemes & customer service standards. Armed with excellent written, communication, interpersonal, liaison and problem solving skills, Nair has a proven ability to work in multi-cultural environment.

MANAS KRISHNA MOORTHY  
General Manager  
InterContinental Hotels Group  
A leader is as good as his team, it’s said. But most often, a team rises to being just as good as the one at its helm. Manas Krishnamoorthy’s competence to be at the helm is bolstered by an unanimous industry opinion of his calm and collected mindset. He is Chief Executive Officer-Hospitality for GRAVISS, and General Manager of The InterContinental, Marine Drive, Mumbai, yet on a very fundamental level, Manas looks at his role in the hospitality industry as an honour to serve. A thorough professional with a dogged commitment to quality service, Manas recognises the importance of working as a team, and with a team. No wonder then that his industry colleagues and peers acknowledge not just his vast experience but also his temperament as a winning combination of professionalism. In almost 20 years, Manas has worked with iconic luxury hotel brands like the Oberoi Hotels & Resorts, The Imperial, and ITC Luxury Collection. He holds a Bachelor’s degree in Hotel Management, and has done his post-graduate studies at the ITC Management Institute. Prior to his current assignment with GRAVISS Group, Manas was the General Manager of the Radisson Blu, New Delhi.

MANISH KUMAR  
Hotel Manager  
The LaLit Golf & Spa Resort  
• Mr. Kumar Manish has over 18 years of experience in hospitality industry with major delux hotels.  
• He did Hotel management from osmania university in year 1999 & further did PDP (Professional Development program) from Cornell university Ithaca,  
• New York, USA  
• He started his career with Le meridian – New Delhi & worked with other hotels like Shangri La – New Delhi, The Grand Hotels – New Delhi.  
• He moved to bangalore in the year 2006 & started working with The Park hotels – Bangalore.  
• He joined The LaLit Hospitality Group at Goa in the year 2017. He has done lot of Pre opening & F&B Outlet projects.

HOSPITALITY IS ALMOST IMPOSSIBLE TO TEACH.IT’S ALL ABOUT HIRING THE RIGHT PEOPLE
AMIT KUMAR SHARMA
General Manager
Amanora The Fern, Pune

Amit Kumar Sharma who is working as General Manager at Amanora The Fern, Pune (Managed by Concept Hospitality) has successfully opened up the hotel & positioned themselves as one of the best hotels in PUNE in a very short span of 9 months. An IHM graduate from IHM Lucknow, Amit carries over 18 years plus rich experience across various levels in India & Internationally and has worked with top hospitality brands like Grand Hyatt, Intercontinental, Le Meridian, Doha Asian Games Organizing Committee, Movenpick Hotels & Resorts & Sayaji hotels ltd. In his strategic leadership Amanora The Fern, Pune is raising the bar for their guests in terms of innovation and excellence in service.

PUNISH B SHARMA
Area General Manager
The Fern Hotels & Resorts

My name is Punish B Sharma and presently associated with Rodas Hotel and Meluha the Fern, an Ecotel Hotel, Hiranandani Gardens, Powai, Mumbai, as an Area General Manager. My professional journey with this organization started, by joining in the capacity of F&B Manager in Nov’05 and reaching the position of an Area General Manager with several functions officially reporting to me.

I have created a landmark by establishing the five star properties into global profit centres and earning international fame for its Ecotel green, through CSR initiatives, green sustainability and effective strategic planning. I am responsible for an end-to-end management of various functions right from strategic planning and execution, management of operational functions, profitability and delivery of state of the art facility service with customized solutions to the customers. My extensive experience in cross-functional fields like across organizations in hospitality industry, offers an expertise in spearheading organizational teams productively and profitably and managing resources optimally for realizing organizational goals.

RAJEEV KUMAR
General Manager
The Fern Kadamba Hotel & Spa

Mr. Rajeev Kumar carries an experience of over 18 yrs in hospitality industry from reputed brands like Intercontinental Hotel Group, Concept Hospitality, Mahindra Holidays, Wyndham Hotel Worldwide & so on. He was also head of F&B in Middle east for 2 years. Rajeev’s expertise includes improving service quality standards with his eye for detail and driving performance in hotel operations. His prime area of focus is Guest Delight & Enhancing standard of services.

At The Fern Kadamba Hotel & Spa, his key responsibilities include overseeing the hotel operations, development and implementation of marketing and operational plans to ensure optimum guest satisfaction. Since his joining the hotel has seen a huge growth in terms of Occupancy, Revenue, Mice & Residential conference.

The hotel has also received Certificate of excellence from Trip Advisor and Customer choice award from Make my trip for the year 2017 in his presence. This year he has tied up with all major travel agents & Charters from all over the World for Better business prospects.

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HOSPITALITY IS SIMPLY AN OPPORTUNITY TO SHOW LOVE AND CARE
SUHAIL KANNAMPILLY  
COO  
Fern Hotels & Resorts

Suhail Kannampilly, the COO of Concept Hospitality Private Limited has been instrumental in the growth and development of Concept Hospitality and has foretold the success of the Fern brand across India. With a strong process background, he has ensured key operating efficiency stands across the portfolio. The Fern Hotels & Resorts is amongst the fastest growing hotel brands in India with 2400+ rooms. The group is at the forefront of responsible hospitality and sustainable tourism.

The environment-sensitive philosophy has won brand recognition and accolades for the group and is currently the recipient of 45 National and International awards. After finishing his college in the year 1999 from the prestigious St. Xaviers College, Suhail joined Institute of Hotel Management, Mumbai and graduated in the year 2002. He joined Kamat Hotels India Limited and worked in different capacities to hone his skills in the over all aspects of hotel management.

He has worked in different departments to gain valuable experience and was later elevated to the position of director in the year 2006 and continued in the same position for the next three years.

RAVINDRAN NAIR  
General Manager  
Express Inn

Express Inn a member of Preferred Hotel & Resorts has appointed Ravi Nair as General Manager. He is a veteran hotelier with over 30 years of experience to be known as a game changer in each of his assignment. In his new role at Express Inn Nashik, Mr. Nair would be leading a team of 330 associates, taking care of 197 rooms with unique restaurants and luxurious banquet halls.

Express Inn has secured many awards including Luxury Travel Guide in London, Indian Hospitality award West & South, best seller award by Online Travel Agents, trip advisor excellence award consecutively for 6 years.

RIDUL DEKA  
General Manager  
Novotel Ahmedabad

Ridul Deka, General Manager of Novotel Ahmedabad is a MBA and hotel management graduate with 21 years of rich experience in the hospitality industry in India and abroad. He has been working with Accor hotels for the last 5 years and is the mentor for many budding hoteliers.

He has expertise in hotel administration, Sales and Marketing, Revenue Management and Front Office. He hails from the north eastern state of Assam known for its wildlife, archaeology and tea plantations.

Mr. Ridul Deka has been recognized and awarded by BW Hotelier Awards for the Best General Manager economy hotels of the year 2015-2016 and the Golden Star award for the Most Admired General Manager (Business Hotel) of the year 2010-2011.

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HOSPITALITY IS NOT ABOUT INVITING PEOPLE INTO OUR PERFECT HOMES. IT IS ALL ABOUT INVITING PEOPLE INTO OUR IMPERFECT HEARTS

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Hospitality is the practice of God's welcome by reaching across difference to participate in God's actions bringing justice and healing to our world in crisis.
SANJAY KAUSHIK
Area General Manager, West India
General Manager
Crowne Plaza Ahmedabad City Centre

Started career as professional Judo Player (Black Belt) with Central Industrial Security Forces from 1990-1995.
In 1996-switched over to hospitality industry with ITC Maurya New Delhi, and certified in Six Sigma - Green Belt.
In the year 2005-Moved to InterContinental Eros as Duty Manager, taken over as Quality manager and later was promoted as Front Office Manager.
In the year 2008-Joined Country Inn & Suites by Carlson, Sahibabad as a pre-opening core Management Team for the Opening of hotel in May 2009.
In July 2009 moved to Crowne Plaza Delhi as Rooms Division Manager at Crowne Plaza Delhi and was promoted as Resident Manager in January 2010. In the year December 2011 joined Radisson Blu Rudrapur, Uttarakhand as General Manager. In April 2013 moved to Crowne Plaza Kochi, Kerala as General Manager Was Awarded as “Best General Manager in Five Star Hotels Segment” in 8th Hospitality India & Explore the World in association with Egypt, Turkey & Kuwait Tourism by Horror Minister of External Affairs Shri Salman Khurshid and Prime Minister's Adviser Shri TK Nair (IAS) at “The Ashok Hotel, New Delhi” on 21st Nov’12

SARAVANAN DHANABALU
General Manager
Fortune Select JP Cosmos

A Post Graduate from Saxion School of Applied Sciences (Netherlands) in Facility Mgt & Hotel Architecture in 1998. He is currently based at ITC Fortune Select JP Cosmos, Bangalore as General Manager.
Saravanan has more than 23 years of experience in companies such as Days Inn Int’l, Choice Hotels Int’l, Wyndam Int’l & ITC Fortune Hotels Ltd.
Prior Assignments were at ITC Fortune Hotels – Chennai, Bangalore, Mysore, Madurai from 2006 Onwards …..Property Turnover has been increased over 3 crores in a span of around 3.5 yrs. Trip Advisor rating increased from 88 to 33 in a span of 1 yr. 20 % increase in Occupancy, Rev Par, F&B Revenue & Maintained GOP of 48-50 % over years.
Re-planning of the Facility for an extra yield in revenue
Attrition of 2.5 % average every year
Bagged the contract of Indigo Airlines in 2017 for their crew Accommodation
Retained Market & Business Share in spite of Internal Promoted My Fortune Brand & other Int’l Hotel Chains
South India Alliances In charge for Fortune Hotels
Vertical Coordination in terms of Business Development and Manpower
Represented Karnataka in various state Travel Shows

ANMOL AHLUWALIA
General Manager
Taj Wellington Mews Luxury Residences

Career Objective:
A Hospitality Professional with in-depth hotel operations experience, Aspiring for a Senior Management role in Hotel Operations.
Experience Summary:
16 years of luxury hospitality experience across India, gained in world-renowned hotels chains, The Oberoi Hotels & Resorts & The Taj Hotels, Resorts & Palaces.
- Part of the pre-opening team for “The Oberoi Amarvilas” in August 2008 & Pre-Opening Team of Taj – Panaji, Goa in 2008.
- Was selected for the Emerging Leader program (EL) of Taj Hotels & Resorts
- Managed Best Practice Lab Champion (BPL) for the Taj Leisure hotels (30 hotels) and was responsible for implementing of Processes and Stylizing the property.
- Managed Members Network Communicator (MNC) program for The Taj Fort Aguada Beach Resort, Taj Chandigarh and Vivanta Panaji.
- Won the Young Executive Housekeeper of the Year, by HIRAI, for 2005-2007.
- Attended General Manager Cross Exposure training for four months at Taj Mahal New Delhi and Taj Rambagh Palace.
ASIA’S TOP 50 BRANDS LEADERS
SUSTAINABLE BRANDS

AMIT BHATIA
Senior Director - Marketing
Droom Technology Pvt. Ltd.

An internet zealot and science fiction movie stalker, Amit is an automotive enthusiast with over 12 years of rich experience in Marketing, eCommerce and Web Technologies. He is a specialist in digital marketing, online acquisition & user experience. Currently working as Senior Director of Marketing at Droom Technology Pvt. Ltd. In a short span of around 1 year he has helped Droom in becoming a national level brand and one of the most visited auto websites in India. Previously he has spearheaded Times Internet’s e-commerce initiative and co-founded J B Financial Services which he ran for 8 years completely bootstrapped. Prior to it he was amongst the initial members of Interactive Avenues, a leading digital marketing agency.

ANSHUL PUNHANI
Chief Marketing Officer (India, South East Asia, Hong Kong & Gulf)
Monster.com

Anshul Punhani is a thorough bred marketing & business strategy professional having a work experience, of 19 yrs in the New Age Consumer and Technology Space ranging from Ecommerce, DotCom, IT, Telecom (Mobile Phones), Software Services, and Consumer Durables & Electronics. He has a solid exposure in the areas of Business Strategy & Marketing – Consumer Marketing, Product Marketing, New Product Development, Product LifeCycle Management, Growth Hacking, Experience Strategy, Digital Transformation and Innovation. Having worked with the best of Global Organizations – Microsoft Corporation, Monster.com, Samsung Electronics, Sony Ericsson and J Walter Thompson he has ample exposure in Local - India, Regional – APAC and Gulf, and World Wide businesses. He has been recognized for his excellence across his work tenure in all organizations at National and Global levels. In his current role at Monster.com, he is the CMO for the India Region (APAC & Gulf) – India, Middle East, Hong Kong and South East Asia. He has been part of and has been responsible for iconic global launches in various organizations that he has worked in.

ARNAB GHOSH
Chief Marketing Officer
Home Credit Vietnam

Arnab Ghosh is a business management, consumer banking and marketing professional with a successful background of orchestrating start-ups and business scale-ups within financial services, digital and payments landscape through balance sheet growth and P&L turnaround, innovative product launches including a few country-firsts and re-engineering of consumer finance, digital and payments business. In his current avatar as the CMO and Head of Product & Marketing at Home Credit Vietnam, he has been continuously transforming the way the nation shops by making things affordable for over 3 million people in Vietnam every year.

During this journey, Home Credit has not only enjoyed being the consumer finance brand with the highest total recall in the country but has also been one of the most recommended brands known for its fast, simple, safe and innovative approach to consumer finance.

Marketing is no longer about the stuff that you make, but about the stories you tell.

“Good marketing makes the company look smart. Great marketing makes the customer feel smart.”
SUSTAINABLE BRANDS

ARUN PATTABHIRAMAN  
VP & Global Head of Marketing  
InMobi  

Arun Pattabhiraman is the Vice President & Global Head of Marketing at InMobi. Arun is passionate about mobile and the internet and is fascinated by the myriad ways in which they continue to transform our lives. Having led over a dozen product launches at InMobi, Arun brings deep experience in global mobile and internet businesses including mobile advertising, mobile payments, and mCommerce. As the editorial director, Arun produced "Apponomics—The Insider’s Guide to a Billion Dollar App Business", a 300+ page book that was launched at the Mobile World Congress (2014) Barcelona, and serves as an essential guide to app developers looking to acquire, monetize and retain loyal users for their apps. Prior to InMobi, Arun drove prepaid voice revenues at India’s largest telecom operator, Airtel, where he conceived and launched several market leading products and managed customer lifetime value through targeted marketing campaigns. In his free time, Arun advises startups on mobile marketing, user acquisition & monetization. Arun graduated from the Indian School of Business (ISB), Hyderabad, with an MBA in Strategy and Marketing and holds a bachelor's degree in Electrical and Electronics Engineering from the College of Engineering-Guindy, Anna University.

ASHMEET MONGA  
Head of Commercial  
dunnhumby

Ashmeet is a passionate customer insight leader with over 8 years of experience in driving customer loyalty, growth and profit for retailers and suppliers across Malaysia, India, Turkey, Hungary and the UK. He journeyed into the world of retail starting from his home country India supporting retailers in European markets followed by assignments in Istanbul, Izmir, Mumbai and Kuala Lumpur with the key objective to improve retailer and supplier product – range, availability, price and promotion strategies. Ashmeet did all kind of roles in dunnhumby ranging from being an analyst to a retail consultant, to becoming a solutions' retail and commercial leader for the business at a very young age. Delivering great results collaboratively with his and client teams and leaving a strong legacy and a solid future vision in all his roles. Ashmeet has always been seen as a trusted indispensable advisor by Board members. Ashmeet embodies “Catalyst of Change” perfectly with a visionary approach. He has led the brand seamlessly enough to build itself into the fabric of the business, embracing change and contributing value. This young leader continues to grow, inspire individuals and leaders across Asia to use Customer data science for their business understanding and growth.

ASIF IQBAL  
Executive Director – Marketing  
Meghna Group of Industries

Asif is a man of impeccable integrity whose business acumen, creative flair & accomplishment have made him one of the most respected marketing professionals, an eminent lyricist and a reputed business and strategic speaker of Bangladesh.

He began his career at Unilever Bangladesh & rapidly rose to the rank of the department head at Pakistan Unilever, in a first in their history. After 11 years at Unilever, he joined AKTEL, now ROBI, as Head of Marketing in 2005, where he added 2 million customers and increased revenue by 15%. During his three years stint as CEO at ACI logistics (2007-2010), he oversaw the creation of “Shwapno”, currently the country’s number one retail chain shop.

Mr. Iqbal has been leading the FMCG Division of Meghna Group of Industries as an Executive Director since 2011. Here, he churned out 21% CAGR for the company and turned Fresh brand into the most chosen food brand of Bangladesh in 2014, 15, 16 (as per Brand Foot Print study of Kantar World Panel). Under his leadership for the last six years, the company revenue tripled and its profitability rose 2.7 times.
SUSTAINABLE BRANDS

AYOSHMITA BISWAS
VP & Head – Marketing, Corp Comm & CSR
Fullerton India Credit Co. Ltd.

Ayoshmita Biswas is the VP & Head for Marketing, Corporate Communications and CSR at Fullerton India Credit Company Limited. In her current role, Ayoshmita has worked closely in implementing a robust Marketing strategy to build brand presence and recall for the company. She has also planned and implemented various digital initiatives and on-ground activations to increase lead generation efficacy, thereby reducing dependency on channels. Prior to joining Fullerton India, Ayoshmita held a number of senior positions; the most recent being Head of Brand and Product Communications at DHFL, India’s third Largest Home Loan & Housing Finance Company in India.

Ayoshmita comes with a rich experience of close to a decade and a half, with an exposure to a range of business specialties including strategic planning, marketing communications, brand management, media planning and public relations amongst a gamut of other responsibilities. Her cross-functional experience in handling and implementing marketing strategies for brand promotions, while being able to evaluate market gaps and opportunities is what sets her apart from other marketing professionals.

BALAJI VISWANATH
Vice President - Digital Acquisition & New Initiatives
American Express Banking Corp.

Balaji Viswanath is the VP Digital Acquisition & New Initiatives at American Express India. His work involves revenue generation through the launch of innovative and effective acquisition marketing programs to onboard new customers to the American Express franchise in India.

He has been with the organization for the last 13 years spanning roles in Digital Marketing, Product Management and Acquisition across both India and the US. While in the US he was part of American Express OPEN and was closely involved in launch of the Small Business Saturday program, a widely recognized marketing initiative in the US.

Having been a Marketer through the rise, fall and rise of the Internet, Balaji brings unique experiences in Marketing, Technology & Business management and has built, run and transformed businesses both in Consumer and Small Business space. With a strong passion for the customer and their user experience, he has launched innovative products, marketing campaigns and digital journeys that continue to contribute to building a strong brand affinity for the Organizations he has been part of.

CAMILLE BAUMANN
Growth Markets Area Marketing Lead
Avanade Inc | Asia Pacific, South Africa & Latin America

Passionate about developing talent from strength-to-strength from strategy to execution of all facets of Marketing, Camille has led teams across borders and cultures extensively, achieving double digit growth for consecutive years. She currently leads marketing teams across Australia, Japan, Singapore, Malaysia, Brazil and Greater China for Avanade (Accenture’s Microsoft Business), ensuring effective go-to-market on: Digital, Cloud, Business Applications and Technology transformation. Orchestrating many productive cross-functional collaborations, she established a Client Advocacy Program with ongoing executive engagement leveraging Accenture and Microsoft. Previously, as APAC Marketing Director for largest private software co., she positioned SAS as Analytics Leader and introduced innovation around lead generation that increased revenue. She optimised marketing ROI in real time across 13 markets, using none other than SAS’ very own software customised for CRM and Campaign Management which rolled out globally. At Deloitte, Camille grew the marketing consulting competency which today forms part of Deloitte Digital. She led digital strategy for many national brands, while being advisor to government on communications.
SUSTAINABLE BRANDS

CAROLINE DARCY
Group Head – Advertising, Sponsorship & Brand Activation
UBS AG

Caroline Darcy, Group Head – Advertising, Sponsorship & Brand Activation, Asia Pacific UBS AG, has valuable experience in marketing, sponsorship, PR, media and major events management across the APAC region and globally. She has led complex marketing campaigns and is dedicated to promoting the UBS brand through important global and regional events and initiatives with Art Basel, The Solomon R. Guggenheim Museum, The Beijing Music Festival, Formula 1 and world famous photographer Annie Leibovitz. She is currently planning for the upcoming partnership event with Nobel Laureates in Singapore.

Before joining UBS, Caroline was General Manager of Marketing for the Australian Grand Prix Corporation. She is recognized in the market place for her commitment to delivering unique value to UBS clients through strategic marketing and sponsorship.

“If people believe they share values with a company, they will stay loyal to the brand.”

CAROLINE GAZELEY
Regional Connected Product Planning Manager
Global Connected Product Planning
General Motors International

Caroline Gazeley is responsible for managing the company’s connected customer experience initiatives across Africa, Australasia, India, Japan, Korea, Middle East and Southeast Asia, developing new business opportunities in the digital connected age, inside and outside the vehicle. Caroline drives and executes GM’s Global Connected Customer Experience program in the region to provide customers with the best overall service and experience in the industry, as well as market-leading connectivity and infotainment products and services. Caroline has nearly two decades of experience in market research and strategy, and customer experience management. She is an international marketer with a solid background in leading multi-market product launches. Prior to joining GM, she held leadership positions at American Express, working in both the Singapore and London offices where she was responsible for creating and executing product line strategies and product lifecycle management across Asia Pacific and Europe respectively.

CATHERINE SWEE
Head of Marketing, Asia Pacific & Middle-East
NICE Ltd.

Catherine Swee serves as the Head of Marketing for the Asia Pacific & Middle-east regions at NICE Ltd, a worldwide leading provider of enterprise software solutions. She is responsible for the overall strategic development of regional integrated marketing and communications plans and campaigns that contribute towards target brand and portfolio awareness, positioning and revenue targets. Catherine is a result-driven and dynamic leader who has more than 20 years of regional experience in marketing and communications, lead and demand generation, channel and alliance partnership development, and sales and business development across Asia Pacific, Japan and the Middle-East. Prior to joining NICE, Catherine had held several senior marketing positions with technology leaders. She was with Red Hat APAC as the Head of Communications and Events covering Asia Pacific and Japan regions. She had successfully launched a series of initiatives covering executive engagement, public relations, analyst relationship management and events which led to a significant incremental uplift in market visibility and pipeline generation.
SUSTAINABLE BRANDS

CYRIAC JOSEPH
Senior Vice President – Marketing
Vaishnavi Group

Cyciac Joseph MRICS is a veteran in the real estate industry in South India with over 23 years of experience in sales, marketing, customer care and the finer aspects of developing real estate projects. He has served in senior positions with renowned organisations like Brigade Group, Embassy, TATA Housing & Nitesh Estates amongst others and has been part of conceptualizing and executing their key marketing & branding campaigns. Cyciac brings rich experience in handling large sales teams and also new age marketing operations. His shift from a core sales function to Head - Marketing of a 2000 cr Realty Conglomerate is one of the landmark moments in his career. Currently he plays the role of Brand Architect and Marketing Head as a Senior Vice President at Vaishnavi Group, Bangalore. He is a curious learner, lover of music and fine things in life, profound team player and interpreter of dreams. Cyciac was featured in the "Most Influential Marketing Leaders" listing at the World Marketing Congress at Mumbai in November 2016, and in December 2016, as recognition of his excellence in the profession, and for his recognised contribution in the real estate built environment industry. Cyciac was invited to become a Member of the RICS.

DHANUSHKI WIJAYAPALA
Executive Director / Chief Operating Officer
Jinasena Pvt. Ltd.

Dhanushka Wijayapala is an experienced marketer, brand manager and a reputed sales professional who has a proven track record in converting products, in to best- in- market, profitable product portfolios, both in local and international markets. In his 15 year career, he has held many roles in business development and brand management with leading conglomerates in Sri Lanka such as Hayleys PLC and Jinasena Ltd which span across manufacturing, trading and engineering industries. His strength lies in his ability to identify market trends and customers needs to quickly convert them to business development strategy that has resulted in improving sales turnover and improved market share. Currently Dhanushka is the Executive Director/ COO of Jinasena Ltd, where he transformed the company’s sales strategy, sales turnover and its team to be repositioned as the front runner in the market. This transformation was a result of his focus on strategies to increase capacity, diversification of products, employee engagement and motivation across the group. His remarkable achievements include reestablishing Hayleys PLC (Hayco) agency business and growing it to a 800m LKR business proposition during his tenure.

GAGAN SINGLA
Chief Marketing Officer
Angel Broking Pvt. Ltd.

Mr. Gagan Singla is the Chief Marketing Officer of Angel Broking and the core member driving Angel in its growth trajectory in the digital world. A technologist by training and marketer by passion,

Mr. Gagan Singla is one of those rare professionals who can simultaneously handle responsibilities of a marketer and a data scientist. In fact, his analytical, data-driven approach adds a new dimension to marketing. With unmatched skills in Marketing, Technology and a thorough understanding of Analytics, Mr Singla is leading the Digital Transformation at Angel Broking.

Mr. Singla’s Core Competencies include digital and mobile strategy, digital marketing and scaling, customer analytics and insights, product management, data and technology driven enterprise transformations, brand building, Corporate Communication and E-Commerce. With more than 12 years of experience – primarily in delivering large analytics-driven transformations across multiple sectors and geographies, Mr Singla is the go-to man when it comes to devising strategies that are extremely focused and stakeholder-specific.
HAPPAWANA VITHANAGE THARANGA NILMINI
Head of Sales and Marketing
Hyundai Lanka Pvt.Ltd.

Someone who likes to consistently grow and willing to take time to go on with learning on the job and beyond. I find that many times, my professional growth is based on what I study, both directly and indirectly related to work. I thrive in a fluctuating environment and I try to transform unexpected obstacles into stepping stones for achievements. Determined to consistently innovate to create value. I find opportunities where other people see none.

Owns a pragmatic approach to things. A mature, positive and hardworking individual, who always strives to achieve the highest standard possible, at any given task. Thus I take work ethics very seriously and I give my fullest in return whatever the job is assigned to me, and I do it well. Graduated in Arts, (University of Delhi, India) with a Masters degree in Business Administration (Wolverhampton University – UK) who has acquired professional experience in customer services, (Cabin Crew – Sri Lankan Airlines) and in Sales/Marketing/Branding/Busines s development arena of different industries including automobile in Sri Lanka.

JENNIFER ALEJANDRO
Senior Director-Head of Corporate Communications, Customer and Content Marketing
Workday

A high calibre PR and Marketing senior executive and content strategy specialist.

Jennifer’s work portfolio includes media relations, public relations, executive communications, customer marketing and content marketing.

A former news anchor, television journalist, public speaker and broadcast media executive, she is a two-decade media industry veteran. Her experience spans a wide range of areas including international and business news, entertainment (TV, film, theater) and digital media.

Jennifer is a well-rounded and highly experienced PR and content marketing pro with a consistent record of delivering outcomes.

JESUS ALFONSO G. HOFILEÑA
Senior Executive Vice President And Group Head, Sales & Marketing
The Insular Life Assurance Company Ltd.

Jesus Alfonso G. Hofileña is a consummate insurance professional: in his over four-decade career, he successfully grew the sales, marketing and agency capabilities of two of the Philippines’ top life insurance companies and its select subsidiaries, into leadership positions.

Hofileña began his career at The Philippine American Life and General Insurance Company in 1976, and spent the next 23 years in agency sales management. In 2000, he was appointed Executive Vice President and Chief Marketing Officer of Philam Life. He also became President and CEO of Philam Plans, Inc., President of Philam Foundation, and board member to different Philam Group companies. He retired in 2008 after 32 years of service.

He joined Insular Life in 2008, as the top Filipino life insurer’s Sales and Marketing Group Head. He is currently its Senior Executive Vice President as well as a Trustee of the Insular Foundation, Inc., and an officer in various Insular Life subsidiaries. In 2016, he was elected as a Trustee in the Insular Life Board.

“Your brand is your name, basically. A lot of people don’t know that they need to build their brand; your brand is what keeps you moving.”
**SUSTAINABLE BRANDS**

**JULIANA LIM**  
Senior Marketing Director  
Kentucky Fried Chicken Management Pte Ltd.

Juliana Lim, Senior Marketing Director for KFC Singapore is a highly passionate marketer with many years of consumer marketing experience in FMCG and F&B. She believes in embracing change to stay relevant and has successfully led a brand refresh campaign in year 2016 for KFC where new packaging, brand uniform, new breakfast menu, an improved Original Recipe chicken taste and a new brand website were launched. This has led to KFC being voted as the “Top Fast Food Brand” award in 2016 by Influential brands.

Prior to KFC, Juliana was head of marketing at Pizza Hut Singapore where she had made many significant initiatives to elevate Pizza Hut from a fast food brand to a casual dining restaurant brand. Juliana has also managed a wide portfolio of FMCG brands for Fonterra Singapore, Malaysia Dairies Industries Pte Ltd and Sara Lee Singapore.

In recognition of her work, Juliana has also received several awards including Brand Leadership Award at Global Brand Excellence Awards 2014 by CMO Asia council and ‘Marketer of the Year’ award at the Singapore Media Awards 2011.

**JYOTHY M R**  
Chief Marketing Officer & Director  
Jyothy Laboratories Limited

Ms. Jyothy M R, whole time director and Chief Marketing Officer of the company, is the brain behind all the recent revolutionary products launched by the company. After the success of her innovations in recent years IeExo Round (India’s first round shaped dishwasher bar, Maxoiliquid (India’s first fills all machine liquid vaporizer), HenkiLINIntelligent (Only detergent with lint reduction power that prevents fabric from fraying during wash) and Maxo Magic Card (only card that offers safe burning), she led the team in launching Phil Tub and Ujala Crisp and Shine. Phil Tub is a unique square shaped bar that comes in a ‘SuperTub’ with tamper proof seal. Ujala Crisp and Shine is the first if its kind post wash fabric enhancer that gives ‘Form and Finish’ to clothes and adds exotic fragrance for freshness. The brand was uniquely positioned that has created a new segment in the fabric care category. MR Jyothy has contributed significantly towards various other products in JLL’s portfolio. Her emphasis on R&D has led to several successful marketing initiatives. She was also among the ‘50 Most Influential Women in Indian Media, Marketing and Advertising’ list released by IMPACT for two years in a row. She was awarded with emerging Kerala – Entrepreneurship Excellence Award for women.

**KANIKA MITTAL**  
Head - Brand Marketing and Communications  
Reebok India

Kanika Mittal became the Marketing Head of Reebok India at the definitive moment when the brand positioned itself as a fitness brand and moved away from its strong sports heritage. With a healthy repositioning challenge ahead of her, she undertook her role with a single minded approach to innovate and introduce fresh ideas in every aspect of business and deliver success on key marketing and related business KPIs.

Her leadership also led to clutter breaking Media, Retail, Events, OOH concepts with PR & Digital playing a key role in orchestrating the reach and engagement quotient of various marketing programs. She played a key role in the appointment of the ‘Queen of Bollywood’ Kangana Ranaut as the brand ambassador of Reebok and the successful launch of ‘Be More Human’ campaign this year.

She has integrated the campaign with the Reebok Fit to Fight series, where Reebok pays tribute to the women achievers who have defined personal odds to achieve success.

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Too many companies want their brands to reflect some idealized, projected image of themselves. As a consequence, their brands acquire no texture, no character and no public trust.
SUSTAINABLE BRANDS

KETAN KULKARNI
Senior Vice President & Head – Marketing, Corporate Communications & Sustainability
Blue Dart Express Limited

Ketan Kulkarni is Senior Vice President & Head – Marketing, Corporate Communications & Sustainability at Blue Dart Express Ltd, South Asia’s premier express air and integrated transportation distribution and logistics company and part of Deutsche Post DHL group. Ketan has a rich and varied experience of over 25 years across industries as diverse as FMCG, Advertising, Alcoholic Beverages and Travel goods. He joined Blue Dart in December 2006, and is responsible for product innovations, process improvement, customer activation and loyalty, market research, strategic intelligence, public relations, corporate communications and sustainability.

He was also entrusted with the role of Senior Advisor and Head - First Choice, the quality and excellence program at Blue Dart.

A certified master black-belt, he is involved in leading & guiding change, organizational strategy, development and transformation. A thoroughbred marketing professional with expertise in Sales Management and Advertising, Ketan has tremendous insights into national, regional and global market trends and evolving scenarios.

MANOJ JAIN
Vice President : Marketing, Loyalty & VM
HyperCITYRetail (India) Ltd.

With an extensive experience that lasts over 15 years across India, he has a deep understanding of the unique marketing nuances of each region and state in the country. While his expertise lies in Brand Management, Marketing, New product launches, Trade & Consumer Promotions and Media planning, he also brings on board his varied experience in Lifestyle, Value & E Commerce formats as well. In his previous stint he was the General Manager: Marketing & Customer Plan Strategy at Reliance Retail where he was instrumental in formulating marketing strategies at both national & regional level. He saw the business double over the past 5 years when he was with the company.

Prior to this, he was part of the Corporate Marketing team at Pantaloons Retail India Ltd. where he worked on brands such as Big Bazaar, E Zone & Future Bazaar.com. Additionally, he has to his credit several iconic retail promotion properties and campaigns which he has worked upon like Sabse Sasta 3 days, Mahabachat, The Great Exchange, Blind Fold Sale, 12 Hours shopping festival, 48 Hours Zero Margin Sale, Master Class Events and has also launched & rebranded several store formats across 95 cities.

MARCUS CHEW
Chief Marketing Officer
NTUC Income

As Chief Marketing Officer, Marcus oversees brand marketing, public relations, events, product development and marketing, corporate social responsibilities, consumer insights and digital Commerce business at NTUC Income and is a member of the company’s Executive Committee.

A dynamic and business strategic individual, Marcus who leads a 38-member team at NTUC Income is also the chief architect of the company’s e-commerce strategy. He implemented the industry’s first digital distribution platform which was a commercial success for NTUC Income. His youth-centric digital marketing efforts also boosted the company’s youth market-share.

Marcus is an executive committee member of the Singapore National Co-operative Federation and previously served as Sub-Committee Chairman with the Life Insurance Association.

Prior to joining NTUC Income in 2013, Marcus was Brand Marketing Director at Adidas China where he led a team of 12 to a Gold Effie Award for a marketing campaign for women that also successfully clinched a 30 per cent increase in market share for the company.
SUSTAINABLE BRANDS

MICHELLE COCKRILL
Director, Marketing and Communications, Asia Pacific
BNP Paribas Securities Services

Michelle is a marketing and communications professional with 20 years’ experience working for financial services, technology and retail brands in Asia, the USA and Europe. Prior to joining BNP Paribas in her current role as Regional Director of Marketing and Communications for Securities Services, Michelle was Regional Head of Marketing and Communications for Lloyd’s where she significantly raised the quality of their marketing and communications activities to support Lloyd’s growing presence in the region. She is the recent recipient of two awards for innovation and communications in recognition of her team’s marketing campaigns.

Her 15 years’ experience in the Asia Pacific region includes J.P. Morgan where she was Vice President Marketing and Communications responsible for internal and external communications from Hong Kong, and at United Technologies for ten years in Hong Kong and Sydney as Director of Marketing Communications.

“Focus on building the best possible business. If you are great, people will notice and opportunities will appear.”

NARUN WIWATTANAKRAI
Executive Director and Chief Marketing Officer
Siam Wellness Group Public Co., Ltd.

Mr. Narun Wiwattanakrai is currently Executive Director and Chief Marketing Officer of Siam Wellness Group Public Company Limited, the first spa company to be listed in the Stock Exchange of Thailand and the owner and operator of the popular Thai Spa Brand “Let’s Relax Spa”. He leads the Company’s Corporate Marketing Strategy, Brand Management and Marketing Communications which has built “Let’s Relax Spa” to become Asia’s Regional Spa Brands with over 20 outlets throughout Thailand with recent expansion to China. He has expertise in Digital Marketing, which has been the strong foundation of the Brand’s Integrated Marketing Communications and has raised significant brand awareness amongst the local and foreigners. He has been recognized as the Brand Leader at numerous awards including Amazing Innovative Marketing Campaign / Amazing Day Spa / Amazing New Spa at Thailand Spa & Well-Being Awards and Most Popular Thai Spa Brand at People’s Choice Award voted by Chinese Tourists for 3 consecutive years (2015-17). He is a regular guest speaker at Universities in the field of Experiential, Digital and Service Marketing.

NIRANJAN MISHRA
President (Sales & Mktg.)
JK Cement Limited

Niranjan is a mature and result oriented professional with over 30 years of extensive managerial experiential commercial experience in managing profit center operations, projects, CRM, marketing, unit set up & commercial affairs with profit accountability in Cement, Agriculture, Telecom, Lubricants & downstream petroleum retail/industry segments.

He has a passion for working on new launches and innovations, and has brought about many “firsts” in the industry segments he has served in. Actively involved with India’s first pre-paid fuel Loyalty program - the Petrolcard, India’s first sub-brand in fuel retailing – Pure for sure, Forecourt retailing at fuel stations – convenience stores, launch of one of India’s most popular leading High speed wireless internet - Photon and re-launch of a brown field fertilizer project to name a few.

During the course of his career, Niranjan has helped brands become the most preferred in their respective space – across industries ranging from telecom to agriculture to cement – in a short span of time. His consistent focus on ensuring value for all stakeholders has helped generate the best equity for the brands that he has worked with.
SUSTAINABLE BRANDS

PRASENJIT ROY
Senior Vice President & Chief Marketing Officer
NTT COM

Prasenjit has two and a half decades of corporate experience - spanning across several multinationals in India and abroad. An accomplished and dynamic strategic marketing, Strategy and M&A specialist- he is the evangelist of Integrated Strategic Marketing & Strategy covering a spectrum of industry sectors. He has been invited by NASSCOM to be a Mentor to 10,000 Start-ups program and by other VCs. He is a Visiting Faculty Member to CEO School of Management and takes Marketing workshop with multiple corporates. He is a speaker at International symposiums leading Business Schools (IIMs, NITIE, Balaji Institute) and industry associations like NASSCOM, INFOCOM and contributes to publications like IDG, and other publications.

He is the winner of industry awards like “Most Iconic Marketing Professional”, “CMO of the Year” and “Most Influential Marketing Technology Leader”. He is a member of multiple professional bodies like The India CMO Forum, TIE, Gerson Lehrman Group (GLG), and Coleman. Prasenjit has advanced degrees in Engineering and Business Management and also did a Post Graduate course in Modern Information Systems from IIT Mumbai.

RACHEL HUANG
Director of Marketing
YOTEL

Rachel is a brand and marketing professional with extensive experience across all forms of marketing in the Asia Pacific region. In 2016, she was awarded “Marketing Professional Of The Year” at the 7th CMO Asia Awards for Excellence in Branding & Marketing. She was also awarded “Young Achiever Of The Year” at the 3rd CMO Asia Awards in 2012.

Rachel joined YOTEL in November 2016 to lead the marketing efforts for the launch of the first YOTEL property in Asia. Before this, she was the Head of Marketing & Communications (Asia Pacific) at AIG, responsible for driving revenue and generating leads through marketing campaigns, events, brand building activities and digital marketing. Prior to AIG, she was at HSBC, managing brand, corporate marketing and sponsorship programmes. Before HSBC, she was at American Express managing the Selects Programme. Rachel started her marketer career at Ogilvy & Mather, Asia Pacific's number one advertising, digital and direct marketing agency, where she managed the American Express, DHL and IBM accounts - focused on developing the best ATL, digital, social media and direct marketing work for these brands.

RAJIV DAVID
Head - Marketing
Union Bank of Colombo PLC

With over 12 years of experience in the field of marketing, Rajiv David, is a proactive intelligent marketer and has steadily built brands with visionary branding and marketing strategies. Following his schooling in Colombo, he completed his Postgraduate Diploma in MarketingCIM(UK) and is now a Chartered Marketer. He also completed his CMA(Australia) and his masters degree (MBA) in Business Administration awarded by the Sikkim Manipal University of India.

Rajiv is an achiever, thriving on challenges in the marketing environment and has made a positive change thus contributing towards the success of companies he has worked over the years. He has experience in branding and sales management in dynamic, multinational and blue-chip conglomerate environment. Sharing his experience and knowledge, Rajiv is currently on the CIM Sri Lanka Regional Board and has been for the last 3 consecutive years. He has specialized work experience in the Insurance and Banking sector. Rajiv works as Senior Marketing Manager at Union Bank. Prior to this he established a strong and efficient framework that increased the brand value from 927 million to 2.3 billion over a period of 3 years at Union Assurance.
RAJSHREE BAKSHI
Vice President Marketing (Taj Hotels Palaces, Resorts, Safaris)
The Indian Hotels Company Limited

Rajshree is an experienced hospitality professional with over 18 years of hospitality insights. She has a master's in marketing and finance and joined the Taj in 1997. Overseeing the company’s worldwide marketing, brand communication, advertising and CRM, Rajshree plays a role in balancing the structured, analytical thinking of science, plus the creative processes of communications, with a bottom-line focus of finance.

Her career highlights include setting up the first online customer feedback system for Taj Hotels Palaces Resorts Safaris, the first Sales force automation system and also the first enterprise level data warehouse system as a stepping stone to customer analysis.

During her tenure, she has contributed to the organization by working on various strategic initiatives including the new brand architecture, and the earlier one. She has also been involved in development of several key award winning global advertising campaigns, creating new products including Taj Weddings, Kids@Taj, Taj Safaris, Vogue Wedding Shows and anchoring many customer research and focus groups. Actively involved in brand standards and brand frameworks.

ROHIT GULATI
Head Strategic Marketing – India & Subcontinent
KARL STORZ Endoscopy India Private Ltd.

A Senior Strategic Commercial Leader with a progressive experience in Healthcare Industry. Rohit has worked in leading healthcare MNCs like DePuySynthes (A Johnson & Johnson Company), MSD (Merck Sharp and Dohme), Bausch & Lomb and Becton Dickinson across Sales, Strategy, and Marketing functions. He is passionate about building high value brands to fuel rapid revenue growth for both established and start-up companies.

He possesses an entrepreneurial mindset and employs strong team leadership to create outsized impact with limited resources. As the Head Strategy and Group Marketing for KARL STORZ Endoscopy India (Leaders in Endoscopy, Imaging, and Operating Room Integration Solutions), he is responsible for Corporate Strategy and Marketing of Imaging business in India and Subcontinent.

A thorough team player with a keen eye for detail, he blends his learnings from digital, sales and marketing to deliver results and is always in pursuit of excellence.

RUPA ROY
Head Marketing India & SAARC & Head of Global Marketing Services
McAfee

As the Marketing Head for McAfee India, and SAARC & Asia, Rupa Roy’s key responsibilities include driving the business and revenue goals, strengthening the customer base and ensuring channel alignment for India. A marketing veteran with over 18 years of industry experience, Rupa has expertise in Business Development, Strategy and Operations in the IT Industry.

Rupa also earned the best marketer award within McAfee & was included in the “TOP 50 MOST TALENTED CMO’s in INDIA” with CMO Asia. Rupa joined McAfee from Cisco Systems Inc., where she held various marketing management and sales operations roles over the past 12 years, as Manager of Channel Strategy and Operations as well as Head of Marketing for Commercial and Channel.

Rupa holds an MBA degree from Xavier Institute of Management and Entrepreneurship (XIME), Bangalore

“Determine who you are and what your brand is, and what you’re not. The rest of it is just a lot of noise.” – Geoffrey Zakarian
**S M MONJURUL ISLAM**  
Brand Manager  
Abul Kair Steel

This is Mr. S M Monjurul Islam from Bangladesh. He is a successful Marketer in the field of industrial products of steel industry. He was born in 1970 at 10 February in the village Sengpara, under the district of Khulna, Bangladesh which is located beside the world’s largest mangrove forest SUNDARBAN. He is a successful Brand Manager of some leading steel brands of Bangladesh namely AKS TMT BAR, Corrugated Iron Sheet, Cow Brand Color Coated Steel & Aluminum Coated Steel – Zinkalum for last 14 years. He got his Executive MBA degree in Marketing from University of science technology, Bangladesh after his Masters of Management. By merit he is a scholar both in academic result & in the field of Marketing. He was an honorary faculty member of International Islamic University Chittagong. Bangladesh has conducted several courses of Brand Marketing as a guest professor at Executive MBA level. He attended several international training programs on Strategic Brand Marketing, Digital Marketing etc at different international level. He also attended domestic Training sessions on Leadership & More, Effective marketing process etc.

For enrichment of women’s Marketing leadership he also conducted a workshop on Women entrepreneurship.

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**SCOTT JAMES MESSINGER**  
Senior Vice President of Special Projects  
Sands China Ltd.

Scott Messinger is highly successful, results driven/brand-oriented senior executive with a strong 40+ year track record across multiple businesses and business disciplines including entertainment/events, marketing and operations.

For Las Vegas Sands Corp./Sands China Ltd., he oversaw all efforts to craft the branding efforts for world’s largest 5-Diamond Integrated destination resort and established the Brand Marketing Department in both Las Vegas and Macao.

He was part of opening teams in Las Vegas, Macao and Singapore, the only LVS/SCL team member to do so.

He played a major role in the creation, naming, branding and marketing of Sands China brands and programs across all business lines.

Prior to LVS, he held Account Management & Management positions at Ted Bates/NY (at the time the third largest and most profitable Ad Agency in the world) & Scall McCabe Sloats for products including Mercedes Benz, Colgate, Purdue Farms, Diageo, US Navy, M&M/Mars, and Xerox Corporation.

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**SHALINI BAVEJA**  
Head – Marketing & Corporate Strategy  
LeasePlan India Private Limited

Shalini has rich experience in Marketing, Corporate Communications & Strategy Development (12 years at LeasePlan India and 8 years with Magic Software, now Magic Inc.).

At LeasePlan India, she is a part of the core management team for over 7 years. Besides heading Marketing & Corporate Strategy functions, she is also responsible for Direct Channel Sales.

She successfully led the development efforts and launched India’s first Car Leasing B2B Portal for corporate executives. The self-service online channel today contributes to about 30%-35% of the company’s business.

She is currently giving finishing touches to another digital business accelerator - a unique online car leasing showroom for the SME segment to be launched soon.

She has been leading company’s CSR efforts for last 9 years - Supporting Project Prakash, an educational initiative for the lesser privileged children.

She received LeasePlan Global Brand Manager Award in 2008 from amongst 30 country managers.
**SHEILA PAUL**
Head of Marketing
HOQQ Digital (Philippines) Inc.

Sheila is part of the start-up team that launched HOQQ, Asia’s largest video-on-demand service, in the Philippines. As Head of Marketing, she is responsible for local branding, acquisition and engagement efforts for this premium video-on-demand service which is a joint venture of Singtel, Warner Bros and Sony. She joined HOQQ in 2014, bringing over 18 years of marketing and business development experience gained in Europe and Asia in the fields of telecommunications, and digital content. Prior to HOQQ, Sheila was Vice President of New Media at TV5, helping revamp its digital and mobile platforms. She led the development of the country’s first second screen platform for TV and collaborated in Bronze Anvil award recipient Pinoy Hoops. She has worked with global mobile operator Telenor, based out of Malaysia and Norway, piloting digital products and services for Telenor’s Asian subsidiaries. She was also Chief Operating Officer for Level Up!, helping lay the foundation for the Philippine MMOG industry and creating the “Ragnarok Generation.” She started her career in Ace Saatchi & Saatchi, handling advertising initiatives for PLDT. Sheila is a Business Management Graduate of the Ateneo de Manila University.

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**SIMON BEAULOYE**
Co-Owner and CTO
mOOnshot Digital

Simon worked at Google for over 10 years before joining mOOnshot digital as co-owner and CTO. He gained a deep technical know-how and a broad strategic vision by working across several functions and locations. His contribution has been celebrated by numerous awards and international recognitions.

At Google, Simon was leading a global team of marketers responsible for acquiring and growing web and mobile developers at scale. He was responsible for expanding a business worth $1B+ through marketing campaigns that span across brand awareness, acquisition, and education.

Simon is passionate about growing businesses at scale and developing talents. He’s now responsible to drive the expansion of mOOnshot digital’s services to web and app development while also leading the growth of their business across Asia Pacific.

In parallel, Simon is also on the advisory board of several startups in Southeast Asia, guiding and advising them to quickly and effectively build their operation and scale their business.

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**SIU YEE LEE LILY**
Marketing & Communications Director, APAC
Heidrick & Struggles

Lily has 17 years of experiences in branding, marketing and communications in both professional services firm and agency arena.

She is currently the Regional Marketing & Communications Director at Heidrick & Struggles, overseeing all activities related to branding, PR, digital, content and communications for the Asia Pacific region.

Prior to Heidrick & Struggles, she was the Head of Corporate and People Brand at KPMG Greater China, with the key responsibilities to plan and execute strategies in maintaining the firm’s position as a premium professional services firm and as an Employer of Choice. Prior to her career in KPMG, she was the Managing Director at J Walter Thompson Specialized Communications in APAC, where she supported numerous leading multinational and Fortune 500 companies with turnkey branding and communications solutions. She began her branding & communications consultancy career at TMP Worldwide, where she started as a Business Development Manager and was later promoted to Country Manager of Greater China within three years.
Mr. Sougat Chatterjee is a man of many talents. A competent business professional and an accomplished leader. The best quality of him is his humility and his flair to resolve complicated aspects simply and lead the team to achieve unprecedented heights, delivering through process, productivity and passion. Two decades and counting — starting from Canon, ICI Paints, Rambaxy Global Consumer Healthcare, Dabur India, Meridian Mobile, Surya Pharmaceuticals, Piramal Healthcare & Nayati Healthcare, Sougat is currently leading the Shikhar Group as their President. Sougat has strong, well rounded and proven experience in driving profitability, top line growth and revitalizing businesses across FMCG, OTC, Pharma, Healthcare, Telecom & Consumer Durables. Passionate about delivering results for both brand leaders & young start-ups and adept in people management, process excellence and productivity enhancement. Having set up organisations from scratch, built up power brands, enhanced profitability and developed many performers into leaders, Sougat today is one of the best marketing minds in the industry, a man who can transform dreams into reality. Indeed when he says “the moment I invest the best is the moment I invest in people”, he means it.

Soumendu Sekhar Ganguly
General Manager - Product
Computer Age Management Services (CAMS)

Soumendu is a seasoned internet professional with a passion for understanding the Indian consumer. In his current stint, he is leading the product management function at CAMS. Prior to this, he was with Sulekh, leading the product and marketing efforts for their India businesses.

His strength lies in identifying consumer hiccups and designing assisted consumer journeys that help users reach their goals with minimum clicks and drop-offs. He has worked extensively on consumer research, need identification, need mapping, UX, site traffic, analytics, algorithms and new product development. One of his products designed during his stint at Shiksha won the IDC Iconic Insights award 2015 for excellence in innovation.

He believes that experience is all about solving enough number of problems. And the problems can be identified only if you ask “So What?” irrespective of the chair you are sitting on in a room. He still likes to believe he is an athlete and in his earlier days had represented his state in Badminton and Athletics. He has an MBA from Indian Institute of Management, Ahmedabad and a B.Tech in Computer Science from NIT, Raipur.

Subhendu Pattanaik
Director, Marketing
Cigniti Technologies

Subhendu is an Influential Marketing & Branding Leader with 14 years of experience in helping businesses get maximum returns from their investments in marketing. With a data-driven approach towards developing 360 degree marketing strategies, Subhendu has a proven track record in building and leading ultra-lean yet super-successful marketing teams in multiple companies where he worked.

His expertise in diverse areas of marketing including Digital, Social & Content marketing, Account Based Marketing leveraging Marketing Automation, Campaign Management & Launches, Inside Sales & Sales Enablement, Analyst & Partner relations enables him to build the thought leadership brand for Cigniti in North America.

In his past experience, Subhendu worked with large enterprises such as Infosys & TATA as well as start-ups with dynamic work environments such as Mindfire & Gallup where he worked in creating brands from ground zero and managed mega brand re-positioning exercises. Subhendu is a PhD Fellow Scholar in Marketing at IIM Indore, a Gold medallist in MBA from SP Jain, Singapore and a B.Tech from NIT Rourkela.
Sustainable Brands

Sudha Sarin
Vice President - Marketing and Communications
Power2SME, India

Sudha spearheads the entire marketing and corporate communications domain in the organization. Under Sudha’s guidance, Power2SME has developed dynamic digital as well as social platforms that help Power2SME to effectively connect with relevant stakeholders, and generate leads. She has also designed a robust external communication framework to position the brand as a market leader. Business leadership and planning: Sudha has over 2 decades of experience in Marketing, Public Relations, Advertising and Business Information. She has held several top management positions including CEO at Good Relations India and COO/Senior Partner at Ketchum Sampark after merging her company Insight Communications in Dec 2006 with Sampark. Prior to working with Power2SME, Sudha was Managing Director, Public Affairs at IPAN Hill & Knowlton India.

A passionate and seasoned communication professional: Sudha has conducted various media training programme with corporates across the board and has also assisted companies in formulating their Crisis Communication Plan with a special focus keeping ethnic sensibilities and pressure groups in mind.

Sumie Fujimura
Head of Marketing, South Asia
Syngenta

Sumie Fujimura is the Head of Marketing for Syngenta South Asia, responsible for driving the marketing strategy for the organization throughout the territory, including the development of new offers and products to drive growth, address grower pain points and enhance customer experiences.

Sumie has more than 22 years of experience in marketing, strategy and sustainable development with public and private sectors. She was previously based in Singapore as Syngenta’s Head of Customer Marketing and MaSE (Marketing and Sales Excellence) for the Asia Pacific region and prior to that, she served as the Head of Rice and Field Crop Marketing for North East Asia and as Syngenta Japan’s Head of Marketing, Crop Protection.

Sumie has also managed multinational teams of consultants to identify growth and value enhancing opportunities for diverse industries in Japan, China, the Philippines, and other Asian, Latin American and European countries for international businesses and institutions. Before joining Syngenta, Sumie worked as Senior Manager at the Monitor Group in Tokyo Japan.

Tabatha Ramsay
Chief Sales and Marketing Officer
Vinepearl Hospitality

An influential and accomplished global business leader specializing in marketing digital/social, CX, sales & branding with 20 years’ experience across Asia Pacific. She demonstrates commercial acumen and oversight of business operations in the most demanding of organizations and conditions. A leader who can seamlessly integrate cultural and commercial fluency to deliver great results. Leverages extensive market knowledge to provide insights to strategic planning for internal and external product positioning and highly experienced in re-branding, re-positioning and crisis revenue recovery.

Holds a strong knowledge of global systems and is well versed in the establishment of operational excellence and standardization of processes to build and strengthen sales, revenue and marketing platforms. Recognized for developing mutually beneficial and sustainable owner and client relationships to strengthen and grow opportunities. People-oriented and a natural leader who is able to raise the bar of capability through the identification and development of talent pipelines across multiple cultures. Known for a collaborative working style and demonstrated strong critical thinking and problem solving abilities.
SUSTAINABLE BRANDS

Toni Darusman
Chief Marketing Officer
Pt. Bank Danamon

Total 18+ Years in Brand Marketing in Indonesia and Asia (HK and Malaysia), Toni was assigned in various Marketing roles in diverse categories. Started with Sampoerna/Philip Morris where he spent 8 Years from Brand Associate to Marketing Manager, lead Sampoerna kretek brand revamp and worked in Philip Morris Asia in HK for 2 Years as regional Brand Manager.

He joined The Coca-Cola Company in Indonesia as Marketing Manager Coke and helped growing the brand equity with various brand activations; building global brand, made locally relevant.

After Coke, he joined Heineken as Marketing Director for 3 Years where he introduced Digital Marketing and premiumize Heineken and rejuvenate Bintang Beer as the no.1 beer in Indonesia. Toni also worked in GSK Asia and 2 Years in Indosat Ooredo as VP Marcom before joining Danamon Bank as CMO in early 2016 until Today.

In Danamon, Toni and team are set to rebuild Danamon Bank image, introduce Brand proposition and new activation platform. He believes a great brand is built within with Marketing inside out approach.

Tricia Koh
Regional Market Management Director, Asia Pacific
Euler Hermes

With an expertise in Market Management and an excellent career track record in Australia and Asia with some of the world’s largest insurers, Tricia has the unique ability to identify new market opportunities and translate customers’ expectations into customized value propositions to deliver an offering which best address their needs.

Tricia has extensive experience in managing global and corporate general insurance and trade credit markets in Asia Pacific. Through the optimization of sales planning and pipeline management and the implementation of enhanced distribution channels, Tricia has successfully developed a significant number of new sector and market opportunities during her career.

Tricia holds a Master Degree of International Taxation Law and Bachelor Degree of Commerce, from The University of Sydney and the second Master Degree of Insurance and Risk Management from Deakin University.

She is a Fellow of Australian and New Zealand Institute of Insurance and Finance (AAZIIF) and was awarded Asia’s Top 50 Woman Leader in 2016.

Virginia Lim
Senior Vice President and Head of Content, Production and Marketing
Sony Pictures Television Networks, Asia

Virginia Lim is Senior Vice President and Head of Content, Production and Marketing at Sony Pictures Television (SPT) Networks, Asia. Based in Singapore, Lim oversees the entire network portfolio of Asian and English content channels, including leading general entertainment powerhouses AXN and ONE, as well as Animax, Sony Channel and GEM.

Specifically, Lim is responsible for the overall content management for the five channels, including programming, acquisitions and original productions; as well as brand marketing and on-air promotions. Lim has spearheaded several key initiatives for SPT Networks, Asia. For AXN, the number one English GE channel in Asia, Lim oversaw the pan-regional roll out of the channel’s brand refresh, and is instrumental in developing AXN’s original production slate including the highly anticipated return of the hit-rated series, Asia’s Got Talent Season 2 and The Amazing Race Asia Season 5. Lim has also cemented ONE’s leading position in Southeast Asia, introducing the express telecast primetime block “PpalliPpalli” (“quick, quick” in Korean), and a major schedule refresh earlier this year to better reflect the needs of ONE’s viewers.
Chereen Tae
Associate Director – Marketing & PR
Legend (Singapore) Interiors Pte Ltd.

Chereen has been responsible for the development and strategic growth of international brands within the B2B, consumer and in particular the interior industry over the recent years. Having spearheaded the vision, market growth strategies and development of talent, her network consists of global brand owners, developers, design industry professionals and key media. Chereen is focused on developing new markets with a focus on Asia Pacific, collaborating with clients on building up their brands within the hospitality, retail, commercial and corporate sectors. Her areas of focus encompass ensuring value is achieved through interior construction, design development, project management and budget management. She has been fortunate to have been a part of the growth of both large MNCs as well as building up the marketing function from scratch within regional companies over the last decade. In addition her experience covers the full spectrum of brand development with a focus on brand positioning, public relations, marketing communications, and digital marketing. Along the way, she has been instrumental in bringing recognition to companies through the winning of international awards, accolades and press coverage.

Md. Zahid Hassan
Chief Marketing Officer
Hamko Group

Md. Zahid Hassan - the seller, was born in Tilaipur, Pabna, Bangladesh in 1977. He completed H.S.C in Science 1995 from Pabna Cadet College and M.Com (Marketing) from National University of Bangladesh and MBA (Marketing) from University of Wales, Institute Cardiff (UWIC), UK. Mr. Hassan a professional sales mentor embarked on a highly successful Sales & Marketing career as a Marketing officer in 2001 at Dhaka, Bangladesh. Renowned for his unique vision, Zahid has lent his talent to several Group of companies, such as Nilkamal Limited, India, Bengal Group, Bangladesh, Royal Mall plc UK, Hamko Group, Bangladesh. Effective marketing. Branding & Sales is make-or-break necessity for most business. Mr. Zahid flows’ Marketing Contribution approaches to developing marketing channels in order to reach prospects at every stage of their decision process. To do so, Mr. Hassan contributed different media marketing (traditional or new media) therefore an iterative approach implementing considerable marketing initiative on the long term. His eloquent knowing where target market is importantly ensured message delivered using the appropriate marketing strategies and their preferred communications vehicle led a lot of a marketing effort to reach ideal client.

Mehnaz Kabir
Group Chief Marketing & Communications Officer
RANCON Holdings Limited

Mehnaz Kabir brings with her eighteen years of professional experience with major tenure in GrameenphoneLimited. She has extensive experience in communications, marketing, stakeholder relations, projects, policy and operational excellence. A creative thinker, committed and value driven professional with strong people skills, Mehnaz believes in turning ideas into reality. Ms. Kabir currently holds the portfolio of Group Chief Marketing & Communications Officer, RANCON Holdings Limited (https://rancon.com.bd) – a conglomerate with 30 strategic business units hosting international brands like Mercedes-Benz, Shell, Mitsubishi, Mahindra, Suzuki; paired with ICT companies and local lifestyle brands. Prior to joining RANCON, she served as Chief Communications Officer, RAN K S T E L (www.rankstelecom.com). SherebrandedRANKTEL, coupled with launching of the fastest, and first ever 1 Gbps lastmile Internet in Bangladesh. As Head of Communications, Ericsson Bangladesh (www.ericsson.com) she restored brand visibility, media and stakeholder relations. Bangladesh Business Journalists Society awarded Ericsson as the Most Respected Company.
SUSTAINABLE BRANDS

BANALI MALHOTRA
Director - Marketing
RAKBANK

As Director - Marketing at RAKBANK, Banali Malhotra is responsible to grow RAKBANK’s brand dominance in the Banking and Finance segment in the UAE. A consummate marketing professional with over 20 years of experience across regions, she has successfully launched several campaigns and products that have earned many international accolades like Summit International Creative Awards in USA and Advertising Campaign of the Year award by the Asian Banker in Singapore. Her interview is featured in Oxford University’s Marketing textbook showcasing RAKBANK’s success story in Relationship Management. Her career and personal experiences have been showcased in the success stories of the world’s most inspirational women in the international bestseller book “Break the ceiling, touch the sky” by author Anthony A. Rose. She was felicitated as an Unstoppable Women Achiever by Femina Middle East in 2015. She was also conferred the title of “Asia’s Most Influential CMOs” (GCC Edition) in 2015 by Asian Leadership Awards and “GCC’s Best Marketer” in 2016 by the Middle East Leadership Awards. She has been part of the jury for prestigious Marketing award platforms like Effies and FOMA.

CARISSA CROWLEY
Marketing Director
Soneva

Carissa is Marketing Director at Soneva, a world leading and award winning sustainable luxury resort operator that owns and manages two properties and a yacht in the Maldives, as well as a resorting Thailand. In this role, she oversees all marketing and PR related activities for Soneva on a global level. Since joining Soneva in 2015, Carissa has helped to successfully launch the brand’s newest resort, Soneva Jani, which became one of the world’s most talked about hotel openings of 2016/17. Since opening, Soneva Jani has achieved almost 100% occupancy and commands the highest Rev PAR in the Maldives; unusual for a new resort. Prior to Soneva, she worked in the Middle East for nine years for multinational organisations, including Head of Corporate Communications for one of the world’s largest defense logistics organizations. In total, Carissa has more than 12 years’ experienced signing and implementing B2C and B2B marketing campaigns on a global level, supported by a post graduate and two under graduate degrees from Australian universities. Now currently based out of Soneva’s headquarters in Bangkok, Thailand, with her family, Carissa is a truly global citizen, having lived and worked in Australia, Ireland, South Africa, the United Arab Emirates and Thailand.

CATHERINE SALCEDA ILET0
Senior Director Marketing & Public Relations for Asia Pacific
Sutherland

Cathy Ileti for the past 5 years has been leading the Marketing and Public Affairs programs across Asia Pacific for Sutherland - a US based global process transformation company which is 20,000 strong in the Philippines, and known to be a pioneer in bringing inclusive growth in the next wave cities, with its successful provincial strategy of creating centers of excellence in locations like Davao, Clark, Tarlac, Camaer, and Legazpi. Cathy is also the Vice Chairman of the Board of the IBPAP (Information Technology and Business Process Association of the Philippines), the enabling organization for the IT and business process management sector in the Philippines, which serves as a one-stop information and advocacy gateway for the industry. Cathy began her professional career in the country’s leading media company for 5 years before joining the corporate world. Cathy worked for some of the country’s largest local and multinational companies like Globe, Pitzer, and ePLDT. Her natural talent for bringing the right people together came in when she, together with the original Team 2010 of thenBPA (Business Process Association of the Philippines), established the foundation for the launch of the Philippine IT BPM industry brand.
SUSTAINABLE BRANDS

CHEREEN TAI
Associate Director – Marketing & PR
Legend (Singapore) Interiors Pte Ltd.

Chereen has been responsible for the development and strategic growth of international brands within the B2B, consumer and in particular the interior industry over the recent years. Having spearheaded the vision, market growth strategies and development of talent, her network consists of global brand owners, developers, design industry professionals and key media. Chereen is focused on developing new markets with a focus on Asia Pacific, collaborating with clients on building up their brands within the hospitality, retail, commercial and corporate sectors. Her areas of focus encompass ensuring value is achieved through interior construction, design development, project management and budget management.

She has been fortunate to have been a part of the growth of both large MNCs as well as building up the marketing function from scratch within regional companies over the last decade. In addition her experience covers the full spectrum of brand development with a focus on brand positioning, public relations, marketing communications & digital marketing. Along the way she has been instrumental in bringing recognition to companies through the winning of international awards, accolades and press coverage.

DEAN GOULD
Executive Director of Corporate Affairs and Strategy
Gold Coast Tourism Corporation

Dean Gould is a marketing and media professional with 30 years standing. He is currently Executive Director of Corporate Affairs and Strategy at Gold Coast Tourism Corporation, Australia, where he oversees the corporate positioning of Australia’s leading regional tourism organisation.

In 2016 he was a finalist in the Gold Standard Awards, Professional Excellence for the Asia Pacific, as well as a finalist in the Asia Pacific Communications Awards through his work at Griffith University. Where his team also won a global native advertising award for the use of Facebook live in its marketing. His experience crosses multiple industries including journalism, digital, higher education and tourism. He was previously Director of Marketing and Communications for Griffith University, Australia, where he led a team that delivered a new brand position, record market share growth and a doubling of its media and social media footprint. His days as a journalist had him covering everything from sport at Wembley Stadium to the Peace Process in Ireland to Federal Budgets in Canberra. He has been a journalist and editor in Australia as well as worked on the New York Post and the Irish Examiner.

DEEPAK JHAKAL
Digital Marketing Head – Asia Pacific and Japan
Hewlett Packard Enterprise

Deepak is a marketing professional with 10+ years of experience in digital and general marketing across APJ and Americas region with a strong background in driving innovation in marketing at technology companies.

Currently, he is the Digital Marketing lead for Asia Pacific & Japan at Hewlett Packard Enterprise. Driving digital marketing transformation to an audience-centric digital model to create and capture customer demand for business in the region. In this role he is responsible for end to end digital marketing efforts across the region, from strategy, planning, execution, measurement to optimization. He also focuses on change management to increase awareness around digital marketing among business stakeholders.

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Marketing
Without Data
is like driving with your
EYES CLOSED.

Dan Zarrella
HARRY MUCHANGI NJAGI  
Head Of Marketing  
Mabati Rolling Mills – A Safal Group Company

I'm passionate about Marketing. I think I love ideas – especially those that come to life and give birth to unique solutions for business. I strive to communicate these ideas through products and brands that are ethical and for common good for consumers and the universe. I'm a seeker. I look for knowledge through facts and insights about market needs and from humanity as a whole. As a professional Marketing leader in my career, I have been leading marketing teams in Eastern Africa in the last 10 years. I have developed and launched successful brands in the market that continue to grow and positioned others to connect with consumers in meaningful ways. My journey so far has seen me wear many hats – from a Marketing Research assistant, Marketing Analyst, Brand Manager, Marketing Director, Sales & Marketing Director and now Head of Marketing. The spice of it all has been the variety of industries I have spent my working life; from Market Research, Media, Beauty & Cosmetics and now dealing with Steel Roofing! My marketing philosophy is based on simplicity in everything as much as possible. I love the big picture – because it is my inspiration to dream big. But I also know I have to care about the details. I work well with people to bring ideas to life.

KAMAL ABOU FARES  
Marketing and Communication Director  
TIME Hotels

Kamal Abou Fares holds a pivotal role in TIME Hotels’ corporate framework with responsibility for the dissemination of key messages and communication of our groundbreaking environmental and CSR initiatives to the media, general public and partners across the region.

A marketer for more than seven years, graduate with advertising and communication from the American University of Beirut worked previously in FMCG with regional and multinational brands. Shifted to the service and worked with international hospitality chains, such as Millennium and Copthorne and Carlson and Rezidor in both emirates Abu Dhabi and Dubai. Kamal’s achievements, vast growth and expertise makes him the crucial lynchpin to boost. He has been part of the TIME Hotels family for the past two years and he managed to uplift the current social media portfolio if the company across the properties. Setting new strategies and creating a new direction of messaging for the company as a whole. Looking after the current portfolio and heading the marketing and communication for all the upcoming openings with a comprehensive media planning and complete integration of targeting all the ends across all platforms.

LELEMBA PHIRI  
Chief Marketing Officer  
Zoono

Lelemba Phiri is the Chief Marketing Officer of fintech startup Zoono. Zoono provides mobile money services to over 1.5 million customers and has processed over $1 billion in transactions. Lelemba is an award-winning financial educator, keynote speaker and development professional who is passionate about entrepreneurship, development and women’s empowerment.

She has worked with private, public and government organizations for over 15 years and her experience extends across Africa. Lelemba has been identified as one of Africa’s most influential women by CEO Magazine, and in 2015 was awarded the Rising Star Award at Zambian Women of the Year Awards. In 2016 she was named a Cordes Fellow as one of the world’s top 50 most promising emerging social entrepreneurs.

“Determine who you are and what your brand is, and what you’re not. The rest of it is just a lot of noise.”  
– Geoffrey Zakarian
SUSTAINABLE BRANDS

MARIAM AL AFRIDI
Director of Government Communications
Department of Economic Development – Government of Dubai

Mariam Al Afridi is a role model for UAE women having won multiple awards in the course of her career. Her list of accolades and honors to date include the Emirates Women Award 2010 (Overall Professional Category) and the Sheikha Shamsa Award for Innovative Women 2013. Mariam enjoys over 15 years of senior leadership in across major industry sectors, such as media, trade & economy and tourism & hospitality.

She is currently the Director of Government Communications at the Department of Economic Development, Government of Dubai where she takes care of the brand reputation, corporate identity, international and local relations when it comes to the economy of Dubai. The post includes overseeing, devising and implementing the marketing and communications strategies for all the business units and agencies that fall under Dubai Economicat the group level across its 8 major sectors such as Small & Medium Enterprises, Foreign Direct Investments, Exports, Business Licensing & Registrations, Consumer Rights & Protection, Economic Policies & Regulations, Economic Researches & Studies.

MARWA KAABOUR
Director, Marketing and Corporate Communications
The Industrial Group

Marwa Kaabour is an accomplished, results-driven leader with a comprehensive management background encompassing the areas of marketing, business development, corporate social responsibility, and brand management. Marwa Kaabour’s rich marketing experience spans several industries in FMCGs, F&Bs, government entities, manufacturing, financial entities, world-class airline, leisure destinations and luxury retail. A subject matter expert in all aspects of marketing communication activities including strategy, public relations, creative, brand management, website development, online marketing strategy, and media management. Her contributions are evident in delivering services to a broad spectrum of global and regional brands such as Nestle, Kraft, Emirates Airline, Pizza Hut, Al Hilal Bank, and Government of Abu Dhabi. Marwa has successfully led communications for the development of IPO receptive brands; and issuance of global financial funds and launch of worldwide advertising campaigns across several continents. The early days of her career were with the best and most awarded advertising agencies like Leo Burnett and Impact BBDO.

MD. TAJDIN HASSAN
Head of Marketing
The Daily Star

Winner of South Asia Digital Media Awards 2017, Tajdin is a bold but a thoughtful leader who has brought a vision of change, far broader than “a tweak here and a tweak there”. Currently working as “Head of Marketing” in The Daily Star, the leading English daily of the country. Tajdin is a passionate, creative and result driven leader with strong understanding of marketing technologies and trends, data analytics and business strategy. He has recently launched Messenger Bot, kind of first for a media house in South Asia and this achievement has been highlighted in INMA, the International News Media Association and Gxpress, an Australia based tech Magazine. He possesses extensive knowledge in marketing, strategic planning, project management and business development experience across media, telecoms, Oil & gas, courier & logistics and fast moving consumer goods industries.

He has also worked for flagship brands like BAT, Chevron, RobiAxiata Ltd and DHL Express Ltd. As a marketing head of the leading English Daily, The Daily Star (www.tahedailystar.net), currently he is responsible for managing the portfolio of advertisement, digital media, circulation and brand marketing.
MOHAMMAD AKTARUZZAMAN
Director Corporate Affairs and Branding
Team Pharmaceuticals Ltd

A versatile and result oriented Marketing professional with a proven track record of delivering high quality, business focused marketing solutions.

Career had been started in June 1995 as Brand Officer in PARTEX Beverage Ltd. Prior to joining in TEAM Group as Director Corporate Affairs and Branding performed diversified roles of marketing like strategy development, market research, product development, product launching, branding, media communication, event management, sales and distribution planning and network set up in Amber Board Mills Ltd. since its inception.

MOHAMAD JABER
Group Sales and Marketing Manager, Corporate Marketing Department
Paris Gallery L.L.C.

Mohamad Jaber is the Group Marketing and Communications Manager of the region’s leading luxury retailer, Paris Gallery. He is also in charge of the company’s franchises. A marketing and public relations expert with nearly 20 years of experience, he is well known for developing innovative approaches to meet emerging opportunities. He has been instrumental in successfully conceptualizing and orchestrating a number of effective retail marketing campaigns in the UAE.

His outlook in life: When it’s challenging, it’s even more interesting.

Inspirational and practical, he is the kind of person who calls a spade a spade. He is results oriented, and has an uncanny knack for knowing what works and what does not.

NATALIA EVDOKIMOVA WEBBER
Head of Sales & Marketing Rusia, CIS, Turkey & Web Marketing
LUX* Resorts & Hotels

Luxury hotelier, travel and tourism industry hands-on passionate professional with experience in sales, marketing, account and business development management, specializing in B2C and B2B travel distribution in luxury hotels and wholesalers, Natasha Webber has been in the hospitality industry for the past 15 years. Currently at the leading LUX* Resorts & Hotels, based at their Corporate Head Office in Mauritius, she is fully committed to delivering constantly on the promise of LUX* brand — “Helping our Guests and Partners Celebrate Life” by “Making Each Moment Matter”.

In December 2015, Natasha was awarded “Africa’s Most Influential CMOs” award during Africa Leadership Awards 2015. Natasha is also a graduate of Leeds Beckett University with a degree of Master of Business Administration (Executive Program) class of December 2015.

“"A brand is no longer what we tell the customer it is – it is what customers tell each other it is.”
- Scott Cook

Your entire company should be considered your branding department.
SUSTAINABLE BRANDS

NEELIKA TILLEKERATNE
General Manager – Corporate Affairs and Business Innovation
CIC Holdings PLC

Neelika is a Marketing and Communications specialist who has over 18 years work experience in Corporate Affairs & Communications, Brand Marketing, Trade Marketing, Digital Media Marketing, Business Innovation and CSR & Sustainability Project Management.

She has experience in industries like FMCG, HR Training and consultation, Investment Banking, Real Estate and Manufacturing, 10 of them being in Multinational organizations like Coca-Cola and Unilever.

She is currently the Group Head of Corporate Affairs and Business Innovation in one of Sri Lanka’s leading local Blue Chip conglomerates, CIC Holdings PLC. As a recognized Marketing Professional she has initiated and implemented numerous marketing programs that involve the launching and re-launching of brands for 2 multinationals, developing and implementing new marketing strategies, introduction of localized marketing and communications processes, brand and corporate brand promotions and PR & communications campaigns.

NEIL SCHREUDER
Marketing Director
Shoprite Group

Neil leads the marketing, digital and omnichannel strategy for Shoprite Holdings, Africa’s largest food retailer which boasts $11bn in turnover. Under his tenure leading the marketing and customer team, he helped entrenched customer centricity that catapulted the group into number one position with 2,653 stores in Africa, serving one billion customers each year. The Group’s main brand, Shoprite, was recently awarded Supermarket Brand of the Year at the 2017 World Branding Awards in London, as well as being voted South Africa’s favourite supermarket for the 10th year running in the Sunday Times Top Brands Awards.

Built on price leadership, the brand has won eight consumer brand awards in 2017 alone. Neil manages the country’s largest advertising budget and is responsible for the Group’s 17 brands which include: Shoprite and Checkers supermarkets, commanding the number one position in its home base South Africa and on the African continent.

Usave is the Group’s pioneering hard discount format in Africa and remains without rival. Other brands within the stable that also hold a leading market position in Africa include Computicket, LiquorShop, MedRite, Pharmacies and Checkers Food Services.

NUWAN WIDYAPATHIGE
Head of Marketing
Softlogic Life Insurance PLC

Mr. Nuwan Widyapathige is the Head of Marketing at Softlogic Life Insurance PLC.

He is an accomplished marketer with over a decade of diverse marketing experience which spans FMCG, IT and Financial services. Prior to taking over the marketing reins at Softlogic Life,

Mr. Widyapathige was with the multinational giant, Unilever for over five years, where his expertise was harnessed in brand building for some of the company’s iconic brands such as Lux, Pond’s and Lakme.

He was awarded the citation of Asia’s best Marketer at the CMO Asia 7th edition held in Singapore 2016. Nuwan holds a B.Com (Special) Degree from University of Kelaniya.

Good marketing makes the company look smart. Great marketing makes the customer feel smart.

JOE CHIRCOV

“A BRAND IS NOT JUST A LOGO, A WEBSITE, OR YOUR BUSINESS CARDS...
IT’S AN EXPERIENCE.”
SUSTAINABLE BRANDS

PETER ANKERSTJERNE
Chief Marketing Officer/Head of Group Marketing
ISS World Services A/S

At ISS, Peter is responsible for Group Marketing incl. Branding, Marketing, Web/Digital, Business Analytics, Sales Support and Research/Development. He has been responsible for developing the Integrated Facility Services model from idea to implementation - this is still a key strategic focal point of the organization and now represents 40% of group revenue.

Peter is author of ten industry White Papers and co-author/editor of five White Books. He is Fellow of the Royal Institute of Chartered Surveyors (RICS) and Fellow of the International Facility Management Association (IFMA) where he also serves at the Board of Directors. In addition, Peter is a Certified Outsourcing Professional (COP) and serves on the Strategic Advisory Board of the International Association of Outsourcing Professionals (IAOP).

In 2015, Danish Business paper Berlingske Nyhedsmagasin voted him among the five best CMO’s in Denmark. Educationally, Peter holds an MBA and a Bachelor in International Marketing Management from the Copenhagen Business School (CBS).

REBEKAH RADICE
Founder/Chief Marketing Officer
RadiantLA

Rebekah Radice is the founder of RadiantLA, a premier training and development company working with growth driven leaders to build a comprehensive marketing system, the author of “Social Media Mastery,” and creator of “The Authority Matrix.”

GOOD MARKETING
Makes the company look smart
GREAT MARKETING
Makes the customer feel smart

Marketing is a CONTEST
for people’s attention.
Seth Godin

RIC NAVARRO
Director – Marketing & Communications
Norman Disney & Young

Ric Navarro began his career as a journalist and media advisor, successfully managing communications for Prime Minister John Howard’s Supermarket to Asia program. Over his career Ric has led the communications and external affairs for a number of leading brands including mining, FMCG, infrastructure, and built environment organisations, where he implemented and managed communications, content marketing, corporate affairs, digital strategy, corporate social responsibility, stakeholder management and client-centricity programs.

As the Director of Marketing & Communications for Norman Disney & Young, Ric leads the strategic and tactical delivery of the firm’s marketing and communications objectives across all global operations. His strategic, results driven approach contributes to NDY’s commercial outcomes, operational performance, client-centricity programs, and business growth.

Ric is also a member of the NDY Charitable Trust Board, the NDY Sustainability Steering Committee, and a recent member of the Australian Marketing Institute Governance Committee.
SUSTAINABLE BRANDS

S M MONJURUL ISLAM
Brand Manager
Abul Khair Steel

This is Mr. S M Monjurul Islam from Bangladesh. He is a successful marketer in the field of industrial products of steel industry. He was born in 1970 at 10 February in the village Senpara, under the district of Khulna, Bangladesh which is located beside the world’s largest mangrove forest SUNDARBAN. He is a successful Brand Manager of some leading steel brands of Bangladesh namely AKS TMT BAR, GoruMarka Corrugated Iron sheet, Cow Brand Color Coated Steel & Aluminum Coated Steel -Zinkalum for last 14 years. He got his Executive MBA degree in Marketing from University of science Technology, Bangladesh after his Masters of Management. By merit he is a scholar both in academic result & in the field of Marketing. He was also an honorary faculty member of International Islamic University Chittagong. Bangladesh has conducted several courses of Brand Marketing as a guest professor at Executive MBA level. He attended several international training programs on Strategic Brand Marketing, Digital Marketing etc. at different international level. He also attended domestic Training sessions on Leadership & More, Effective marketing process etc. For enrichment of women’s Marketing leadership he also conducted a workshop on Women entrepreneurship.

SHANNON LIEW CHING WEI
Business Development Director APAC
Big Data For Humans

Shannon being known as a strong mentor within her industry on consultancy and analytics graduated from University of Technology, Sydney with a double degree in Marketing and Information Technology.

Shannon is a strong and passionate business leader with 14+ years of work experience, known for her core capabilities in turning around businesses, setting up new accounts and a new startup company. She has also built high performing teams within her markets nurturing talent through development plans.

She is an extremely positive, self-driven individual with great knowledge of market research, data driven insights and high aptitude to win in any role that she has ever stepped in. She started her journey with marketing brands for the Este Lauder Company for brands such MAC Cosmetics and the Este Lauder brand. She has worked with international media partners on brand coverage for her brands such as Female, Her World and also Harper’s Bazaar. Moving on to the Research and Analytics industry, she consulted for The Nielsen Company and dunhumby Ltd for the last 10 years. During this time, she worked in both local and Regional roles in Asia.

SOREN KVORNING
Vice President, Head of Asia, Pacific and India Region Sales, Marketing & Service – Danfoss Drives
Danfoss Industries Pte. Ltd.

Mr. Soren Kvinge is the Vice-President, Head of Asia, Pacific & India Region Sales, Marketing & Service, Danfoss Drives. Soren was born on 1977 and carries a broad experience from international leading positions in Sales and Marketing within drive system business. Soren has been with Danfoss Drives for a total of 8 years in various roles from Global Product Management, leading position in European business development heading a German sales and marketing team where he in parallel was leading a restructuring of the Middle East sales and marketing team based out of Dubai. Prior to current role, he was leading the sales and marketing teams as Senior Director, North European region for Danfoss Power Electronics A/S before the merger with Vacon.

In current role, Soren is heading the merger of Danfoss VLT- and Vacon sales teams as well as developing the new Danfoss Drives business towards an ambitious future across Asia, Pacific and India Region. Apart from Danfoss, Soren has worked as International Sales Director at Bramidan A/S, and started his career as sales engineer of drives and servo controls in the Danish market.
STANLEY BOTE
Chief Marketing Officer
Confederation Of Zimbabwe Retailers

A vibrant national resource, humble young Zimbabwean who is innovative, and with stunning managerial abilities has inspired and trained other consultants. Stanley Bote born on the 28th of December 1984. Worked with Zimbabwe’s biggest & leading Beverage Company DELTA CORPORATION (2004-2009) & also Zimbabwe’s biggest and leading Telecommunications Company ECONET WIRELESS ZIMBABWE (2010-2015), currently with Confederation of Zimbabwe Retailers (CZR) as the Chief Marketing Officer.

With The CZR (01/05/2009 to date) mandate is to Lobby with various key and strategic stakeholders to ensure creation of a business friendly environment that promotes a robust retail sector, plan and initiate policy, ensure adherence to CZR core values, promote and grow membership.

STEPHANIE QUIRIN ZACHARA
Managing Director, Head of Sales & Marketing
Interactive Lab

After evolving in the audiovisual sector for six years at the Mauritius Broadcasting Corporation (MBC) as TV presenter and script writer, I did work as well in the advertising field, then as freelance copywriter where I had the pleasure of writing for the magazine Islander (Air Mauritius Magazine), as well as to work the content of some websites.

I did work well in the Banking sector as Marketing Assistant for one of the most well-known banks in Mauritius.

I also had the pleasure to be the Master of Ceremony, for several Corporate Events for some big brands in Mauritius.

SUMIE FUJIMURA
Head of Marketing, South Asia
Syngenta

Sumie Fujimura is the Head of Marketing for Syngenta South Asia, responsible for driving the marketing strategy for the organization throughout the territory, including the development of new offers and products to drive growth, address grower pain points and enhance customer experiences. Sumie has more than 22 years of experience in marketing, strategy and sustainable development with public and private sectors.

She was previously based in Singapore as Syngenta’s Head of Customer Marketing and MaSE (Marketing and Sales Excellence) for the Asia Pacific region and prior to that, she served as the Head of Rice and Field Crop Marketing for North East Asia and as Syngenta Japan’s Head of Marketing, Crop Protection. Sumie has also managed multi-national teams of consultants to identify growth and value enhancing opportunities for diverse industries in Japan, China, the Philippines, and other Asian, Latin American and European countries for international businesses and institutions. Before joining Syngenta, Sumie worked as Senior Manager at the Monitor Group in Tokyo, Japan.

MARKETING WITHOUT DATA IS LIKE DRIVING WITH YOUR EYES CLOSED. - DAN ZARRELLA

FOR REAL.

BRANDING IS WHAT PEOPLE SAY ABOUT YOU WHEN YOU'RE NOT IN THE ROOM. - JEFF BEZOS
SUSTAINABLE BRANDS

SURANI SAHABANDU
General Manager - Marketing
Ceylon Biscuits Ltd.

Surani Sahabandu has garnered over 15 years of working experience, with decade of expertise specifically in the field of Sales and Marketing.

She has BSc (First Class) from University of Colombo, an MBA from the postgraduate Institute of Management of the University Sri Jayewardenepura and is CIMA passed finalist.

She currently holds the position of General Manager Marketing at Ceylon Biscuits Pvt Ltd.

Her previous work experience includes 3 years as Director Sales & Marketing at JAT Holdings, 08 years at Ceylon Cold Stores as Head of Sales & Marketing Frozen confectionery and Assistant Vice President at John Keells Holdings.

She served as a Brand Manager at Unilever Sri Lanka previously.

“Marketing is no longer about the stuff that you make, but about the stories you tell.”

Seth Godin

THARANGA VITHANAGE
Head of Sales & Marketing
Hyundai Lanka Private Limited

Tharanga Vithanage is a brand and marketing professional who has worked for a number of world renowned brands including Hyundai (currently work as Head of Sales and Marketing - Hyundai Lanka Pvt.Ltd.), Mitsubishi, and Johnson and Johnson. She is a seasoned sales, branding and marketing professional with over 14 years of experience in different industries including Automobile, Travel and Tourism. Taranga’s greatest strengths are taking on the core values of integrity, innovation and determination and dedication to grow through continuous learning of diverse subject matters. Her Exposure to various business cultures and ability in adapting to work for wide range of organizations and line of work helped her in building skills in strategic business development and marketing. Calculate risk taker but always managed to create opportunities in her career to participate in variety of training courses, workshops and seminars that has allowed for a broad resource base on which to build her career. Also she continued to build a strong contact network through local and international memberships. In 2017 Tharanga was recognized with the Asia’s top 50 brand leader’s award by the CMO Asia, held in Singapore for her career special achievements.

VINCENT WAKABA
Head, Mobile Banking
The Co-operative Bank of Kenya

Wakaba has spent close to 10 years in the banking industry working in developing and implementing various alternative banking channels from Cards to Internet and now Mobile banking. As the Head of Mobile Banking for Co-operative Bank of Kenya, he is tasked to drive the uptake and continued success of Mobile Banking as an alternative to branch based banking.

His prior experiences involved innovating products around card business and dealing with High net worth and Diaspora customers to tailor make financial solutions for them revolving around various channels. He was also instrumental in the introduction of e-commerce as a viable option for merchant business in Kenya in addition to being among the pioneers of Bank driven mobile lending solutions.

Wakaba holds a Bachelor’s degree in Mechatronic Engineering from Jomo Kenyatta University of Agriculture and Technology in Kenya and is currently finalising on an MBA majoring in Finance from the same institution.

The best marketing doesn’t feel like MARKETING
WARREN MOSS
Chief Executive Officer
Demographica

Warren Moss is the founder & CEO of Demographica, a full service marketing agency focusing on Business to Business (B2B) and niche consumer markets. Warren and his company Demographica, have been recognised by winning some major business awards like multiple Assegai Awards, multiple Bookmarks Awards and multiple awards from the African Access Business Awards. Warren has been featured in numerous magazines, websites, newspapers, TV shows, and regularly featured on radio, covering strategic marketing topics. These include Marketingweb.com, Advantedge magazine, Business Day, Talk Radio 702/Cape Talk 567 and Business IT Africa. He is also a judge for the DMA’s Assegai Awards (South Africa) as well as the IAB SA’s Bookmark Awards (South Africa). Warren is also an international judge for the Business Marketing Association’s B2 Awards (Global) and the DMA’s Echo Awards (Global). He is currently the Chairman of the Direct Marketing Association of South Africa (DMA SA) and previously sat on the board of the Johannesburg chapter of Entrepreneurs Organisation (EO) as the Marketing and Communications Chair. He divides his time between running his company, consulting, teaching, and speaking at events all over the world.

WENDY WALKER
Head of Marketing | Global Expansion
Intuit

Wendy Walker brings more than 20 years of marketing experience spanning a variety of industries and covering all disciplines. As Head of Marketing for Intuit, she is accountable for leading Intuit’s brand and marketing efforts for expansion into new global markets and driving efficient growth across multiple regions.

Prior to joining, Wendy was consulting at illix as Global Director Brand & Content, where she led the development of the illix brand strategy & execution to drive growth across new markets globally. Wendy also previously held regional positions as chief marketing officer of Manulife, & Mindshare’s chief growth officer for Asia Pacific. Passionate about creativity & effectiveness, she has devoted much of her career to building, growing, refreshing & transforming brands - from household names to start ups; and is known for her ability to drive creative effectiveness combined with operational excellence & strong commercial results. Wendy regularly participates as a jury member across many industry award programs, & also frequently contributes as chair or speaker at major advertising industry events.

ZAFRANA NAFEES
Head of Marketing & CSR
Classic Travel (Private) Limited

Zafrana Nafees is the Head of Marketing and CSR for Classic Travel Private Limited in Sri Lanka, a leading Company that specialises in providing total travel solutions to both the corporate and leisure markets with a branch network based across the Country. Classic Travel is a subsidiary company of one of Sri Lanka’s largest conglomerates Expolanka Holdings PLC. She is the youngest member among the management team at Classic Travel and currently manages and overlooks all marketing strategies & communications related to the Brand.

She holds a Masters in Strategic Marketing from AE University, Kuala Lumpur, a First-Class in BSc. (Hons) in Business Management from the Dublin University, Ireland, a City & Guilds Certified Trainer and was the Vice President Education of Expolanka Toastmasters Club in 2014/2015.

A true believer of ‘efforts, passion and ambitions makes the best of who you are’, she is a strong advocate of giving the best she can give in whatever she does – this strength and belief is procured through her faith in God and to the age-old testament ‘what you reap is what you sow’.
Sustainable Brands

Rajiv David
Head - Marketing
Union Bank of Colombo PLC

With over 12 years of experience in the field of marketing, Rajiv David, is a proactive intelligent marketer and has steadily built brands with visionary branding and marketing strategies. Following his schooling in Colombo, he completed his Postgraduate Diploma in Marketing CIM(UK), and is now a Chartered Marketer. He also completed his CMA(Australia) and his masters degree (MBA) in Business Administration awarded by the Sikkim Manipal University of India. Rajiv is an achiever; thriving on challenges in the marketing environment and has made a positive change thus contributing towards the success of companies he has worked over the years. He has experience in branding and sales management in dynamic, multinational and blue-chip conglomerate environment. Sharing his experience and knowledge, Rajiv is currently on the CIM Sri Lanka Regional Board and has been for the last 3 consecutive years. He has specialized work experience in the Insurance and Banking sector. Rajiv works as Senior Marketing Manager at Union Bank. Prior to this he established a strong and efficient framework that increased the brand value from 927 million to 2.3 billion over a period of 3 years at Union Assurance.

Zaved Akhtar
Director, Marketing Transformation, Unilever South Asia
Unilever

A career marketer, Zaved Akhtar has worked for 20 years between British American Tobacco and Unilever across the globe. A graduate of Institute of Business Administration, University of Dhaka, Zaved has deep sector experience across CPGs (Home Care, Personal Care, Foods and Refreshment). Strong consumer centricity and design thinking sets Zaved apart. Managing change and driving new business models are also some of his key expertise. He has extensive international experience across Asia and the Pacific. To his credit, he also has widespread experience in communication and innovation management across multiple geographies with many campaigns garnering international awards. Recently taken over a global role as Director, Marketing Transformation, South Asia where he drives transformation in how Unilever does marketing, innovation, strategic planning & brand communication.

A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.

Leadership is lifting a person’s vision to high sights, the raising of a person’s performance to a higher standard, the building of a personality beyond its normal limitations.

Peter Drucker

Even when you are marketing to your entire audience or customer base, you are still simply speaking to a single human at any given time. Worry less about sounding professional and worry more about creating remarkable content that other humans can relate to.

- Seth Godin

“Don’t find customers for your products, find products for your customers.”

- Seth Godin
**SUSTAINABLE BRANDS**

**AASHISH WALIA**
Head - Marketing
IndiaFirst Life Insurance Company Ltd.

Aashish Walia is responsible for Marketing at IndiaFirst Life Insurance Company Ltd. His portfolio includes Advertising, Marketing Communication, Regional Marketing, Digital Marketing, Employee Loyalty, Channel Loyalty, Rewards & Recognition and Customer Engagement. Prior to joining IndiaFirst Life Insurance, Aashish has worked in marketing and client servicing roles in Banking, Insurance, Telecom and Retail. He has also spent time in Direct Marketing and loyalty industry.

Aashish believes in ROI based marketing strategy and generating value for the business working as an integrated team with sales and marketing. He has been in the jury panel at Effie India. Aashish is a B.Com graduate with post-graduation in marketing and systems. He is also a REIKI practitioner and teacher.

**ABHIMANYU LAMBA**
AVP - Marketing
Indus OS

Abhimanyu Lamba, AVP & Head of Marketing at Indus OS, is a graduate from IIT Roorkee. He started his career in Dubai and worked on international projects in Australia on brand building and marketing across platforms. As a technology marketing specialist, he is the conduit between technology and the masses. Outside of technology and marketing, he is interested in progressive-rock music, guitar, karate, meditation, cricket and photography.

**ABHISHEK GUPTA**
Senior Vice President and Head - Marketing
Edelweiss Group

Abhishek is an accomplished marketing professional with over 18 years of experience in sales & marketing in both Retail marketing and financial services.

He is currently working with Edelweiss Financial Services as Senior Vice President and Head - Marketing.

He was previously with The Mobile Store Ltd (Essar Group) as CMO where he led the marketing function and was a member of the senior leadership of the company. Prior to this, he was with Wal-Mart India (Bharti Retail Limited) as General Manager - Marketing. His other stints have been with Spencers Retail Limited, ICICI Bank and Shoppers Stop Limited. Abhishek holds a Bachelor's Degree in Engineering from Pune University and a Post Graduate Diploma in Marketing. He was honoured as one of the 25 Most Outstanding Marketing Professionals of India by the World Brand Congress and CMO council of Asia in 2013-2014. He is also a regular speaker at industry conferences and seminars.

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**Don't build LINKS. Build RELATIONSHIPS.**

Rand Fishkin

Marketing is not a function, it is the whole business seen from the customer’s point of view.

**Corporate Culture IS THE ONLY SUSTAINABLE COMPETITIVE ADVANTAGE**

_that is COMPLETELY WITH THE CONTROL OF THE ENTREPRENEUR_

The key to a successful marketing plan is **EXECUTION**

Namit Raina, Kherma Consulting
ADITYA TANDON
Head - Brand Marketing || CNN-News18, News18 India, ETV News Hindi Cluster & Urdu Channels T18 Broadcast Ltd.

Aditya has close to two decades of experience in market strategy, brand management and communication in the media and technology/web domains across multiple countries.

He has successfully led several award winning campaigns, engagement programs and innovative content partnership mandates. Aditya has successfully re-launched existing iconic brands—CNN-IBN to CNN-News 18 & IBN7 to News18 India.

He has also executed complex launch mandates for brands such as Bigrock.com—a category first in India, Le Matinal in Mauritius and The Himalayan Times in Nepal.

AHMED RAHIMTOOLA
Head - Marketing
Allied Blenders & Distillers Pvt. Ltd.

Results-driven Marketing professional with successful experience in Strategic Planning, Marketing, Brand Management, Media Management, Advertising, Research, Public Relations and People Management. Completed an Executive MBA programme at Indian School of Business, Hyderabad (ISB) for senior working professionals. This programme has an affiliation with FDC-Brazil, Kelloggs Business School and Wharton Business School. Completed PGDBM (MBA) Marketing from Symbiosis Centre of Management and HRD and a Special Management Program (General Management - 1 year course) from Indian Institute for Management Kolkata (IIM-C). Currently working as Head Marketing at Allied Blenders & Distillers Pvt. Ltd., Mumbai (India’s third largest and fastest growing spirits company). Successfully launched/re-launched various brands in the alcohol industry.

AINARA KAUR
Chief Executive Officer
Canvilicious Marketing Services

Am currently leading Canvilicious which is a new age marketing solutions agency.

Over last two decades, have held leadership roles with organizations like Myntra, Ameriprise Financial, Yes Bank, MSL Publicis Group. With various awards to my credit including India’s Greatest CEO - 2017 & Most Influential Marketing Leader - 2015, am a speaker at various marketing summits organized within and outside India and guest speaker at institutes such as IIM, Birla Pilani, Xaviers etc.

Prior to starting Canvilicious, was working as Head - Marketing Communications of Myntra. Was also founding member and Head Marketing of a Fortune 250 company, Ameriprise Financial (formerly American Express Financial) in India.

most marketers
Create
“GOOD ENOUGH”
& quit.

GREATEST
beats
“good enough”
every time.

Even when you are marketing to your entire audience or customer base, you are still simply speaking to a single human at any given time. Worry less about sounding professional and worry more about creating remarkable content that other humans can relate to.

“Marketing is enthusiasm transferred to the customer.”

— ANA HANRAAN
SUSTAINABLE BRANDS

AJIT BELANI
AVP Marketing
Aricent

Ajit is AVP of Marketing at Aricent where he heads Demand Generation & Content Marketing. In this role he is responsible for planning & executing global campaigns, demand generation programs & creation of overall content & messaging for the various service lines and BUs at Aricent.

Prior to Aricent, Ajit led worldwide marketing for Telecom consulting business of IBM. Prior to IBM, he has held senior sales & marketing roles with companies like Mobileum, Capgemini & Hutch.

Ajit has over 14 years’ experience in Sales & Marketing roles. He has a bachelor’s degree in electronics engineering from Mumbai University & also completed his executive management from IIM Calcutta.

AKHIL MAHAJAN
Co-Founder and Chief Marketing Head
MallShoppee (part of Perpetuity Online Services Pvt. Ltd.)

He has 14+ years of experience in Market Research, Strategy Consulting and Marketing. Akhil in his current entrepreneur stint, has formed two companies, one providing ad-hoc consulting and M&A support to the clients in the Middle East; second being a disruptive digital company Perpetuity Online Services Pvt. Ltd (brand holders for MallShoppee model – which apparently is countries first and finest end-to-end ‘MallTech’ platform doing mall aggregation).

Previously, he worked with Fortune 500 firms globally supporting their strategy, marketing intelligence and business development teams – was handling USD MN+ accounts.

His experience includes setting up strategic project management offices in LATAM for Big 4 audit, tax and advisory firm globally, support Ministry of Labour KSA design country policies – his prominent support pieces include papers on taking back oil and power subsidies and allowing women to drive in the country, which till date are the most progressive actions taken in the country.

AKSHAY KUMAR MAHAPATRA
Vice President and Cluster Head - Sales and Marketing
Glenmark Pharmaceuticals

Akshay Mahapatra is a management graduate with 24 years of sales and marketing experience in pharma industry. Worked in various therapy areas like infant nutrition, cardiology, critical care, oncology, respiratory and acute business.

He worked in companies like Wockhardt, Merck, Claris life science and Glenmark Pharmaceuticals. His formative years are spent in Wockhardt where he was all India top sales person for consecutive 6 years. In Merck he was successful in establishing a unique business model called OTX. In Claris life science he could turn around a loss making business to a profit making business. In Glenmark he launched Critical Care business in 2010 today the business is touching 100 crore turnover. He is instrumental in making Asercol as one of largest cough and cold brand in Indian Pharma Market. Akshay has been awarded with 4 industry recognitions CIMS innovative marketing campaign, CIMS best brand launch, CIMS best CSR activity and CIMS Innovative marketing strategy award.

He is currently handling acute, Respiratory, Critical care and Oncology portfolio of Glenmark with total business turnover of more than 700 crore.

Marketing is no longer about the stuff that you make, but about the stories you tell.
SUSTAINABLE BRANDS

ALPANA SINGH
Head Bancassurance & Market Management
Bajaj Allianz General Insurance

Alpana Singh is a visionary, result-driven leader and amongst the very few women who hold leadership roles in the Indian Insurance Industry. She is known in the industry for her strategic planning, problem solving and organizational development skills.

She has been associated with Bajaj Allianz General Insurance for over 10 years. Prior to this, she worked with The Oriental Insurance Company Ltd. She started her journey with Bajaj Allianz as a Senior Manager, Corporate Marketing and over the years has helmed various roles which include State Head - Bihar, National Head Bancassurance and today along with leading the Bancassurance vertical she also heads the Market Management department for the company. She has been instrumental for over 150 bank tie-ups and continues to bring into the fold new banking relationships there by helping the company to improve its penetration.

Today as the Head, Bancassurance and Market Management, she handles such diverse roles with elan. Under her vision and leadership, the company underwent a brand identity transition as an insurer that values relationship beyond insurance.

AMIT SAWANT
Head Marketing, Corporate Communications and Strategy
The Phoenix Mills Ltd.

Proactive, performance-driven professional with over 16 years of experience leading innovative market-building initiatives in a variety of corporate (& volunteer) environments. Deep retail, entertainment, consumer sensing, media, digital and technology expertise. Thrives on delegated responsibility to tackle major growth challenges. Go-to executive for both strategy and implementation. Proven builder of key customer/partnering relationships, new business opportunities and professional networks in the dynamic and changing markets. Proficiency in formulating, developing and implementing yearly business strategies to ensure attainment of revenue goals and profitable sell-through (EBITDA delivery)

Amit thinks that voice search and artificial intelligence are two important technologies/developments a smart marketer should keep his eyes upon. Voice Search is undeniably going to change the future of search on internet. It's fast, it's convenient, it allows you to search on the go, and it's just cool. Even better, as the technology behind voice search services like Siri, Alexa and Cortana etc improves, it's becoming increasingly reliable.

ANAND NARAYANAN
President – Sales, Marketing & CRM
Puravankara Ltd.

Anand has worked in diverse areas across residential & commercial real estate as well as in consumer & institutional banking, both in India and international markets. He has a strong domain understanding of consumer marketing and is seen by most as astute, persuasive, innovative & an action obsessed leader.

In Nov 2012, Anand joined Puravankara Ltd, a listed real estate player, as President – Sales, Marketing & CRM. As part of the Management Committee, his responsibilities are to manage & aggressively grow a $250 million top-line & a $26 million bottom-line generating real estate business from both Brand Puravankara & Brand Provident and to further strengthen the brands into a trustworthy, large yet nimble footed, multi-market real estate player. He has spearheaded several significant changes within the firm, including the transformation of the team culture & mix, quasi book-building method for project launches, fragmented ownership structure for office assets, innovative product positioning based on audacious design themes, large multi-channel distribution that goes beyond traditional brokers, tactical marketing campaigns.
SUSTAINABLE BRANDS

ANISH THAMBI
Head Field Marketing
Pluralsight

Anish Thambi is a marketing leader who enables technology brands to plan and execute their GTM strategy in India and across the globe. After spending more than a decade working in pre-sales and marketing for Global multinationals & Startups, he understands what truly drives B2B conversations that get top of mind recall for B2B enterprise brands. Anish is passionate about connecting with buyers, understanding their challenges and showcasing solutions that deliver results.

Anish has successfully led marketing teams across different brands to market by using the combined power of content, Social, PR, Field and Digital strategies.
Anish holds an Engineering degree in Electronics with a PGDM from Symbiosis, Pune and loves to cook in his leisure.

ANKUR KAYESTH
AVP
NFX Digital

An alumni of Carnegie Mellon University, Ankur Kayesth currently works as AVP at NFX Digital - one of the hottest tech enabled startups of the country. In his time there, he has worn many hats, from overseeing the inaugural version of SuperStartUps to bringing innovative changes to marketing strategies.

Wherever he goes, and whatever he is involved in, he brings to the table his unquenchable thirst for constant improvement, an unwillingness to accept mediocrity and the attitude to go above and beyond what is asked of him.

ARPIT VERMA
AVP - Marketing & Product Development
Eastern Light & Power Pvt. Ltd. (MYSUN)

An Aerospace Engineer by education, I joined the world of marketing by chance 5 years ago. With a solid foundation of an agency life to hone my skill and discover the inner marketer, I moved to the space of developing, marketing and monetizing a price comparison research engine.

After a successful stint at both these places, I moved to MYSUN where I lead marketing as well as the Web Product. In the past life, I have worked with several successful brands including Gionee India, NIIT, Chang You, TrueCaller, Oxigen Wallet etc.

“How can you squander even one more day not taking advantage of the greatest shifts of our generation? How dare you settle for less when the world has made it so easy for you to be remarkable?”
— Seth Godin

“Whether B2B or B2C, I believe passionately that good marketing essentials are the same. We all are emotional beings looking for relevance, context and connection.” — Beth Comstock
SUSTAINABLE BRANDS

ARUN KUMAR SENGUPTA
Head - International Marketing
Gaia Thermo Shrink Pvt. Ltd.

Engineer & MBA from Premier Institution, having rich & diverse experience in top notch companies - Larsen & Toubro, GEC Alstom, Goel Power & Gaia thermo. Extensive experience in successfully launching business in multiple markets which require deep understanding of critical business drivers. Consistently hit the ground running in new roles, producing exceptional results within a short period of time.

As Vice President in Goel Power, have provided Strategic direction & growth momentum to Electrical business. Have closed deals with Avighna builders, Naturex SNC Lavala, GMP Tech involving supply, engineering, testing & commissioning of Bus-trunking Systems. Displayed leadership & entrepreneurial skills through establishing operations for L&T in Saudi Arabia, networking, researching, developing markets, identifying Joint Venture partners & closing deals. Demonstrated exceptional people management skills, leading cross functional teams, recruiting and mentoring teams.

"If you're a good marketing person, you have to be a little crazy." - Jim Metcalf

ASHISH SAHNI
Head - Digital Marketing, Passenger vehicle business unit
TATA Motors

Ashish Sahni is responsible for Digital marketing initiatives for TATA Motors passenger vehicle business unit in India. Prior to joining TATA Motors, he was heading Digital marketing for Jet Airways, India & global. He has 16 years of rich experience in the Digital marketing domain. He was conferred the prestigious '20 Best Digital Marketing Professionals' at the 21st Edition of World Brand Congress & CMO Council, held at Taj Lands End, Mumbai on November 2012.

Prior to joining Jet Airways, Ashish worked with Apollo Munich health insurance company limited, India, developed and launched Apollo Munich’s eCommerce proposition to offer instant online issuance of insurance policies. Under his leadership, Apollo Munich was conferred with First place for the Best Corporate Website’ at the 1st Indian Digital Media Awards (IDMA) 2010 & in the subsequent year Second place for the Best Corporate Website’ at the 2nd Indian Digital Media Awards (IDMA) 2011. He has championed 'ROI' led approach to marketing communication be it online, sms or telemarketing by linking marketing spends to customer response. He brings a strong business orientation to his work and believes in differentiation through innovation.

ASHMEET MONGA
Head of Commercial
dunnhumby

Ashmeet is a passionate customer insight leader with over 8 years of experience in driving customer loyalty, growth and profit for retailers and suppliers across Malaysia, India, Turkey, Hungary and the UK.

He journeyed into the world of retail starting from his home country India supporting retailers in European markets followed by assignments in Istanbul, Izmir, Mumbai and Kuala Lumpur with the key objective to improve retailer and supplier product - range, availability, price and promotion strategies.

Ashmeet did all kind of roles in dunnhumby ranging from being an analyst to a retail consultant, to becoming a solutions’ retail and commercial leader for the business at a very young age. Delivering great results collaboratively with his and client teams and leaving a strong legacy and a solid future vision in all his roles. Ashmeet has always been seen as a trusted indispensable advisor by Board members.

Ashmeet embodies “Catalyst of Change” perfectly with a visionary approach. He has led the brand seamlessly enough to build itself into the fabric of the business, embracing change and contributing value.
ASHWIN KRISHNA  
Associate Vice President - Marketing  
Capillary Technologies

Ashwin Krishna heads Marketing at Capillary Technologies, a consumer business SaaS Solution pioneer in Asia.

Ashwin has 13 years of professional and entrepreneurial experience across APAC, Middle East & Africa markets. In his previous avatar, he has held leadership roles at MartJack (acquired by Capillary - arguably largest vertical SaaS acquisition in Asia), Indiaplaza (India’s first eCommerce marketplace) and VConnect (India’s largest local commerce company). Way back in 2008, he founded HomestayIQ, which was then India’s largest aggregator for homestays.

He loves all things Digital, Social, Mobile, Retail and Entrepreneurship. He is a regular speaker in Retail and Digital Events and has co-authored its Commerce Sense, a handbook on Omni-channel Commerce for Asian CXOs.

An engineer turned marketer by choice, Ashwin holds an MBA from Indian School of Business (Hyderabad), executive MBA from IIM Calcutta and Bachelor of Engineering from NIE Mysore.

BALASUBRAMANIAN JAYAM  
Head of Marketing - India & Saarc Countries  
Dahua Technology Co. Ltd.

A young, dynamic, performance driven and result-oriented enthusiastic professional with over a decade long rich experience in Integrated Marketing Communications, Creative Branding and Strategy, Balasubramanian Jayam (popularly known as Bala in the Industry circle) is presently working as the Marketing Head of Dahua Technology Indian Private Ltd for India & SAARC countries. Dahua is the world’s leading manufacturer and supplier of video surveillance products and solutions with a turnover of more than US$ 1.6 bn and 10,000 employees.

Prior to Dahua, Bala was the Head of Marcom in Hilvision (India), world’s leading video surveillance equipment suppliers where he led its marketing and brand communications initiatives across all business units. He played a prominently pivotal role in Hilvision’s success in the Indian market for seven years.

Widely travelled, Bala has a keen understanding of the market dynamics as a whole - both from the buyers’ and sellers’ perspectives. He is proficient in the intricacies and nuances of India’s diversities and consumer needs.

BHASKAR RAMESH  
Head - Youtube Sales & Brand Advertising, India  
Google India

Bhaskar heads YouTube revenue and runs the Brand business for India. He is also Brand Marketing Evangelist with Executive Summits team at Google, AFAC. He is a passionate marketer & business leader with 15+ years experience across CPG, Media & Entertainment and Technology Industries in emerging markets.

Prior to the current role, he spearheaded the CPG vertical for Google India where he specialized in advising CXOs of large consumer companies to transform their brand strategy & organizations as they reimage marketing in a digital world. He helped digitize 200+ brands in India CPG space over the last 5 years.

He earned his management degree from SP Jain Institute of Management & Research, Mumbai. At Google, he built the CPG business from scratch and prior to this, he worked with leading companies including P&G, Marico, Godrej & Reliance Broadcast Network building brands & businesses. He is also an active mentor for startups.

“Make your marketing so useful people would pay you for it.” – Jay Baer
**SUSTAINABLE BRANDS**

**BHUPENDRA INGLE**
VP, Marketing & Business Development
Transamerica Direct Marketing Consultants Private Limited

Bhupendra heads marketing for Transamerica (an Aegon NV company) in India. He is a seasoned marketing professional with over 16 years of experience in the financial services domain across Asia Pacific. He is a specialist in setting up and managing direct distribution businesses and channels for banks and insurance companies from ground up. He has a passion for data driven marketing approach and is a strong advocate of content marketing and minimalist marketing strategy.

An early adopter of online marketing (since 2004) and has built and managed successful online products and websites including futurerady.com (online broker in Indonesia) and tomorrowmakers.com (online financial planning site in India) for the Aegon group. He holds a Master’s degree in management from JBIMS, Mumbai and Bachelor’s degree in engineering from VJTI, Mumbai.

**BURZEEN VAKIL**
Marketing Head
Red Hat India Private Limited

BURZEEN, heads the India Marketing function at Red Hat India, the world's leading provider of open source solutions. A marketing professional with about fifteen years of rich industry experience, he has worked across industries managing diverse portfolios. Earlier in his career Burzeen has worked with highly regarded companies like IBM, where he spent around a decade in a variety of roles responsible for Sales, Strategy and Marketing at India South Asia and finally went on to lead the Performance Marketing initiative for a few marketing programs at IBM Asia Pacific.

His tenure at IBM won him over 18 awards and in 2011, he was selected for the prestigious worldwide Leadership Development program, where his team went on to develop and design the best strategic project. Prior to IBM, he worked at Air Deccan with the team that redefined aviation in India.

**CHETAN D’SOUZA**
Vice President – Marketing
Just Buy Live

Chetan D’Souza has 14 years of work experience in Brand Management, Event Management, Content Marketing, Media Relations, Digital Marketing and Internal Communications. He is currently associated with Just Buy Live as Vice President, Marketing. Combining his strong marketing foundation and entrepreneurial approach, he sets up a highly passionate Marketing team from inception to develop and execute the firm’s strategic goals. He is a strong believer of leveraging data and consumer insights, while maintaining focus on customer satisfaction, ROI and quality delivery. Prior to Just Buy Live, he has worked at senior level positions across other major multinationals, including Bank of America Merrill Lynch, CRISIL (An S&P Global Company) and Atos, Europe’s largest IT firm.

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“Computers can't do it all. There's no substitute for creative, clever, compassionate, human marketers.”

**GOOD MARKETING**
makes the company look smart

**GREAT MARKETING**
makes the customer feel smart

**MARKETING WITHOUT DATA IS LIKE DRIVING WITH YOUR EYES CLOSED.**

Dan Zarrella
SUSTAINABLE BRANDS

CYRIAC JOSEPH
Senior Vice President – Marketing, Vaishnavi Group

Cyriac Joseph, MRICS is a veteran in the real estate industry in South India with over 25 years of experience in sales, marketing, customer care and the finer aspects of developing real estate projects. He has served in senior positions with renowned organisations like Brigade Group, Embassy Group & Nitesh Estates amongst others and had been part of conceptualizing and executing their key marketing & branding campaigns. Cyriac brings rich experience in handling large sales teams and also new age marketing operations. His shift from a core sales function to Head - Marketing of a Rs. 2000 cr Realty Conglomerate is one of the landmark moments in his career. Currently he plays the role of Brand Architect and Marketing Head as a Senior Vice President at Vaishnavi Group, Bangalore. He is a curious learner, music lover, profound team player and interpreter of dreams. Cyriac was recently recognised by Realty Plus magazine as one of the “12 Brand Mavericks” in their 12th Anniversary issue, and in December 2016, as recognition of his excellence in the profession, and for his recognized contribution in the real estate/built environment industry.

DEBA GHOSHAL
Vice President - Marketing & Key Accounts, Voltas Limited

A seasoned professional, with more than two decades of cross-functional and multi-cultural experience in marketing, sales and product management; across diverse product categories, ranging from Consumer Durables to Automobiles. Initial phase of his career has been in Sales & Channel Management, and latter years have been in Marketing & Product Management. Present experience has been in Marketing of Business Units, with challenging top-line, market-share, and brand-equity mandates.

Deba has had a long and productive past experience, starting from Shriram Honda in the nineties. LG Electronics, Honda, Hero; are some of the other key brands he has successfully handled in the past. Presently he heads Marketing, Key Accounts and Modern Retail at Voltas (UPBG), a leading Consumer Durable brand within the Tata Group. Voltas has recently been a resurgent brand in the consumer durable space, and leads the Room Air Conditioners category, both in terms of Market Share and Brand Equity.

DEEPAK JHAKAL
Digital Marketing Head – Asia Pacific and Japan, Hewlett Packard Enterprise

Deepak is a marketing professional with 10+ years of experience in digital and general marketing across APJ and Americas region with a strong background in driving innovation in marketing at technology companies.

Currently, he is the Digital Marketing lead for Asia Pacific & Japan at Hewlett Packard Enterprise. Driving digital marketing transformation to an audience-centric digital model to create and capture customer demand for business in the region. In this role he is responsible for end to end digital marketing efforts across the region, from strategy, planning, execution, measurement to optimization.

He also focuses in change management to increase awareness around digital marketing among business stakeholders.

“IGNORING online marketing is like opening a business but not TELLING ANYONE”
**SUSTAINABLE BRANDS**

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**DEEPAK RAWAT**  
Head - Products & Marketing  
Dalmia Medicare

Always excited about creating digital magic, Deepak is currently driving the Product Management mandate at Dalmia Biz. He is responsible for defining the ‘why’, ‘what’, and ‘when’ of the product that the engineering team builds.

From creating strategies to product roadmaps, product line and master release, he ensures to introduce the right features that make a meaningful impact on our users’ lives. He has 14+ years of experience across Product Management, New Product Development, Digital Marketing, Social Media and Content Marketing, Digital Customer Experiences, Marketing Automation, Customer Acquisition, Marketing Communications, Strategic Planning, and Analytics.

Being a digital marketer, he designed, roll-out and managed integrated marketing technology systems – Adobe Campaign, Hubspot, Adobe Analytics, Microsoft CRM, Lead Management System, and Content Management System.

"Marketing is no longer about the stuff that you make, but about the stories you tell."

– Seth Godin

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**DHEERAJ SINHA**  
Chief Strategy Officer – South Asia  
Leo Burnett – TLG India Pvt. Ltd.

Dheeraj is the Chief Strategy Officer at Leo Burnett, South Asia. He is the author of two bestsellers on the Indian consumer market. His latest release, India Reloaded – Inside the Resurgent Indian Consumer Market is published by Westland in India and Palgrave, internationally. His previous book, Consumer India – Inside the Indian Mind and Wallet, published by John Wiley & Sons, is a recommended read at Wharton Business School’s course on emerging markets. Dheeraj has led his teams to wins over 50 effectiveness awards including a gold for effectiveness at CannesLions 2017 and a Grand Effie at India Effies 2017. He has also won the Jay Chiat Planning Award, the Asian Marketing Effectiveness Award and the Yahoo Big Idea Chair. Dheeraj is a three times winner of the Atticus Awards (WPP’s award for best published thinking). Dheeraj was on AdAge’s (India) list of Ad People of the Year, 2015. He was amongst the top 40 advertising and marketing professionals in Asia Pacific in Campaign Asia’s top 40 under 40 list for 2014. Dheeraj has spoken at the Cannes Lions Festival of Advertising; the Next 4 Billion Conference, Denmark; Harvard India Conference, Boston and the Asian Marketing Effectiveness Festival amongst other platforms.

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**DP MISHRA**  
Marketing Manager – Oncology Business  
Johnson & Johnson

A seasoned healthcare marketing professional with extensive experience in setting up and managing business operations which require deep understanding of critical business drivers in multiple therapeutic segments. Currently leading the Marketing function for India Oncology Business with Johnson & Johnson. As one of the project to improve access in Oncology partnered with TMC (Tata Memorial Center, Mumbai) and innovated hub – spoke access model to improve chemotherapy access to micro interiors. Launched several First in Class Brands and received internal and external recognition for Innovation & Execution. Conceptualized and partnered for the First National Cervical Cancer Registry (surveillance program) with FOGSI (Federation of Obstetric and Gynaecological Societies of India) under the project Reaching the Unreached to establish Cervical Cancer Burden in India. Invited as speaker for World Vaccine Congress Singapore in 2012. Visited several Pharmaceutical Institutes and Delivered Lectures to young aspiring talents to build career in today’s changing Environment.
**SUSTAINABLE BRANDS**

**DR. HARSHIT JAIN**  
Marketing Director (Asia Pacific) & Senior Vice President, Country Manager (India)  
McCann Health  

Dr. Harshit Jain is the Senior Vice President and country manager for McCann Health India & Marketing Director for McCann Health (Asia Pacific). In his previous roles, Harshit partnered with 2 start-ups: Altruista Health, Inc. which developed tools and analytics to help streamline administrative processes and improve patient outcomes; and Via Media Health, where he oversaw brand management of various multinational pharma clients.  

A certified medical professional from Northwestern University, MBA graduate from Indian Institute of Management (Lucknow) and now a marketing communications professional, Harshit is able to wear many hats while understanding the challenges faced by healthcare professionals, brand marketers as well as successfully managing the running of a multi-million dollars’ worth of business in India.  

Under Harshit’s leadership, McCann Health India has become one of the agency network’s most successful operations that has trebled its client acquisition and increased revenue by 100% in 3 years. His team now comprises some of the finest healthcare marketing specialists who manage 6 out of 10 most significant healthcare brands in India.

**GAURAV MEHTA**  
Senior Vice President & Market Director  
Centrum Wealth Management  

16 years of work experience across organization like Axis Bank, Kotak Wealth Management, Standard Chartered Bank & Deloitte etc at senior positions and was involved in setting up and managing Private Banking & Wealth Management business across different locations.  

Currently Working at Centrum Wealth Management as Senior Vice President & Market Director and serving as trusted advisor to high-net-worth families, family offices & select institutional clients.  

XLRI, Asia’s Premier & India’s Top 5 Business School honoured him as a “Prominent Alumnus”.  

Specialties: Private Banking, Family Office, Structuring, Estate Planning, Real Estate Advisory, Offshore Funds, Private Equity Funds, Team Management

**GEORGE PHILIP ALEX**  
Chief Marketing Officer  
Jaslok Hospital & Research Centre  

Accomplished and results driven professional with 15 years of experience in healthcare management, strategy, sales, marketing, business development, distribution, dealer/network management, general administration and CRM with profit accountability. Proven Track record in revitalising unsuccessful businesses. Working with Jaslok Hospital & Research Centre, as Chief Marketing Officer (Vice President level).  

A strategist with expertise in managing entire operations with focus on profitability by ensuring optimal utilization of resources. Ensured successful ramp up of business assignments while working in coordination with clients, ensuring service deliverables. Excellent in planning, organizing and implementing marketing strategies to increase market share through higher penetration and awareness of brand and customer experience. Experienced in developing Centre of Excellence for Key Specialities in Mumbai, India & International markets. Motivated by internal standards of excellence to overachieve expectations and exceed all set goals.

**BUSINESS HAS ONLY TWO FUNCTIONS - MARKETING AND INNOVATION.**
GLADWYN DCOSTA
Vice President - Marketing
Venus Ethoxylates Pvt. Ltd.

Total work experience is of 36 years. I have handled New business development, CSR certification with Eco Veda, Customer service, Key account management.

I started my career with DCM Shriram Consolidate and also worked with S M Dyechem and India Glycols. I have handled sectors like Health care products, Agrochemicals, Oil field chemicals and Paints, etc.

I have done my Masters in Marketing Management from Jamnalal Bajaj Institute of Management Studies and have a Bachelors in Science and Law from Mumbai University.

GUNJAN SONI
Chief Marketing Officer and Head, International Brands Business
Myntra and Head of Jabong

Gunjan Soni is Chief Marketing Officer and Head, International Brands Business, Myntra and Head of Jabong. She brings with her over twelve years of diverse experience in strategy, operations and marketing with a passion for advanced big data analytics. In her previous role as Executive Vice President for Strategy and CEO with Star India, she worked on new initiatives in Content, Sports and Digital. Prior to joining Star India, Gunjan was a Partner at McKinsey and worked across multiple consumer sectors and geographies, including India, UK, Singapore and Bhutan.

She is credited for starting McKinsey's Scientific Marketing practice for India. Gunjan was also recognized as one of the 50 Most Influential Women in Media, Marketing and Advertising in 2016 by IMPACT, an Exchange4Media Group. The Economic Times - Women Ahead listed her in their list of 34 most influential women in Business, for the year 2016. Gunjan is an MBA from XLRI, Jamshedpur and has also worked with Infosys as a software engineer at the beginning of her career.

JAYANTA KUMAR MOHANTY
Director
Eli India Pvt. Ltd.

A business leader with 18 years experience, and now positioned as the Director/President of a $10m US healthcare online training & education company. A US healthcare & GRC business leader, with a hands-on operation driven approach, delivering high profitable growth for an under-performing start-up business. A people manager leading a team of over 350 employees working from 10 different locations in the US, UK, India, and the Philippines – through a balanced inspirational-delegating-directive approach.

A 360 degree marketer with proven track record in traditional & new age marketing - brand communications, strategic marketing, digital & online marketing, content management. A customer advocate who builds values around the brands and addresses customer problems with creative solutions.

A change agent with proven ability to successfully thrive in VUCA (volatile, uncertain, complex, ambiguous) environment and changing technology & market conditions.
**SUSTAINABLE BRANDS**

**JUHIE GORWARA**
AVP – Global Marketing Leader
Aricent

Juhie Gorwara is a dynamic and talented marketing expert who has been helping global companies evolve their strategies in marketing, brand and reputation management, corporate communications and events for 16+ years.

At Aricent, Juhie manages the global marketing portfolio including brand, demand generation, digital marketing, internal and external communications strategy, public relations, analyst relations, events, executive communications and crisis communications. She also specializes in areas such as program management, creative direction, change management, and mergers and acquisitions.

Prior to joining Aricent, Juhie has led corporate communications for IBM Global Process Services in India/South Asia. She has also worked with Avaya, where she managed the entire gamut of communication initiatives across India and APAC. At Yahoo!, she led industry relations, events, and internal communications for India.

Juhie has a degree in Marketing Management from The London School of Economics and Political Science (LSE) and a Master’s degree in Mass Communication from Delhi University.

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**KETAN KULKARNI**
Head – Marketing, Corporate Communications & Sustainability
Blue Dart Express Ltd.

Ketan Kulkarni is Senior Vice President & Head – Marketing, Corporate Communications & Sustainability at Blue Dart Express Ltd, South Asia’s premier express air and integrated transportation distribution and logistics company and part of Deutsche Post DHL group. Ketan has a rich and varied experience of over 25 years across industries as diverse as FMCG, Advertising, Alcoholic Beverages and Travel goods. He joined Blue Dart in December 2006, and is responsible for product innovations, process improvement, customer activation and loyalty, market research, strategic intelligence, public relations, corporate communications and sustainability. He was also entrusted with the role of Senior Advisor and Head - First Choice, the quality and excellence program at Blue Dart. A certified master black-belt, he is involved in leading & guiding change, organizational strategy, development and transformation. A thoroughbred marketing professional with expertise in Sales Management and Advertising, Ketan has tremendous insights into national, regional and global market trends and evolving scenarios.

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**LALIT CHAKRAVORTY**
Director Sales & CSO
Arkray Healthcare Pvt. Ltd.

A complete professional endowed with exemplary communication, analytical and relationship management skills, with a total experience of over 31 years in different business areas like Strategy Planning, New Business Development, Domestic & International Sales Marketing, Technical Services & After Sales Support, Channel Management and Key Account Management with reputed organisations dealing in IVD products and Lab Services.

Currently designated as Director Sales & CSO at ARKRAY Healthcare Pvt Ltd (earlier Span Diagnostics Ltd) since March 3rd ’15, overseeing the Complete Domestic Sales objectives for IVD business of erstwhile Span Diagnostics Ltd, Strategizing & Identifying Business growth area and overlooking the P&L objectives of the Company for the Domestic market.

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**BUSINESS ONLY HAS TWO FUNCTIONS - INNOVATION AND MARKETING**
Sustainable Brands

Lluis Ruiz Ribot is the Chief Marketing Officer for KFC India at Yum! Brands, since November 2015. Based in Gurgaon, Ribot leads the marketing, product development and delivery teams at KFC India. Prior to his current role, Ribot was a Marketing Director at KFC UK & Ireland, based in London. Ribot holds a Business graduate and MBA from the ESADE Business School in Spain. During his MBA he was an exchange student at The Fuqua School of Business, Duke University, NC, USA.

A seasoned professional with over 15 years of experience in creating marketing strategies and innovation plans for various companies across diverse industries and markets, Ribot is now responsible for building the brand, facilitating growth, and driving the marketing and innovation plans at KFC India.

Mahesh Kanchan is the Vice President – Marketing at Carlsberg India Pvt. Ltd. Under the leadership of Mahesh, CIPL has become the fastest-growing alco-bev company in India. Tuborg has moved to a #2 position and is the #1 International beer brand in India. The company has moved to a 18% share in 2018 & has outpaced the industry growth.

Before this, Mahesh had a 4 year stint with Hershey India as the Vice President Sales & Marketing. Under Mahesh’s leadership, brands like Nutrine, Hershey’s Syrup, Softy Soyamilk, Jumbo Juices registered strong growths. Mahesh was instrumental in developing & executing the new ‘Route to Market’ strategy and launching brands like Jolly Rancher & Ice Breakers in India.

Mahesh also had a decade long stint with Unilever in India (Hindustan Unilever Ltd.) handling various assignments across Sales and Marketing. Mahesh handled iconic brands like Knorr, Knorr, Huggies, Blue Band, Astra, Flora and the list continues. He has been a part of the Spreads & Dressings Category Leadership Team for Unilever – Asia AMET and has been instrumental in the development of the HUL India Foods Strategy.

Mahip Dwivedi is a digital marketing strategist with over 10 years combined online and mobile marketing experience, with an extensive focus on performance marketing, mobile app marketing, new user acquisition, revenue generation and strategic alliances.

A self-starter with the ability to translate corporate goals into reality, motivated and sincerely enjoys developing and maintaining excellent relations. He is passionate about how mobile has changed the face of advertising.

Mahip currently heads mobile marketing for BigBasket.com from past 2 years and manages the new user acquisition and engagement for paid and organic sources on mobile.

Before BigBasket, Mahip was associated with Commonfloor.com for 2.2 years and manages the Performance Marketing and Strategic Alliances. Mahip has also worked with Brands like Kotak, Yahoo, Knight Frank India & HDFC Realty in past with core focus on HNI Sales, Account Management & Offline Marketing.
MANOJ NAIR
National Marketing Leader
FCM Travel Solutions

Manoj Nair is currently Vice President and Head of Marketing at Flight Centre Travel Group’s India subsidiary. He brings with him more than 16 years of experience in the travel industry having worked in leadership positions with reputed travel companies.

Holding a management degree from Mumbai University, Executive Program in Leadership and Management from IIM Kolkata & International MBA from Marketing Week, Manoj Nair is a hard-core marketer with proven record in brand building and customer centric innovation. He also holds an MDP from IIM Indore and IIM Ahmedabad.

At FCTG, Manoj Nair is responsible to drive ROI based marketing solutions for the organisation. Prior to his stint with FCTG, Manoy was formulating marketing strategies for Thomas Cook and Kuoni.

NAVED QURESHI
Vice President & National Brand Head
Janalakshmi Financial Services

Naved is a customer champion with expertise in strategic brand management with 17+ years of work experience. Recognised for strengthening companies to lead in highly competitive markets, Naved is digitally inclined and relies on data & design for delivering brand strategies with innovative ROI centric marketing concepts. Naved's industry strengths are versatile that makes his understanding of customers multifaceted. As a marketer he has worked for Industries such as FMCG, Food and Beverage, Fashion & Retail, E-commerce, Banking & Finance. His latest efforts with market leaders in the Micro Finance in India is recognised. He has successfully lead marketing for Indian behemoths like Reliance Retail and Kingfisher for United Breweries. Naved also is a marketing consultant & academician and regularly imparts his knowledge to corporates and management students.

NEELIMA BURRA
Country Marketing Director (Asia Pacific & Japan)
HP Inc.

A Business Leader with 17+ years of Sales and Marketing Experience in FMCG, Consumer Durables, FMCD, and Healthcare Industry.

An Acknowledged domain expert in Brand Marketing, Integrated Business Planning and thought leadership, Neelima is a change leader and has spearheaded the turnaround of Businesses, enhancing P&L, in both B2C and B2B Industries, receiving several awards and accolades for the same, across her career.

Currently working as Country Marketing and Communications Director at Hewlett-Packard Inc. She has previously been associated as the Chief Marketing Officer & Business Head at Cargill India. Neelima has also worked with Whirlpool Corporation India as Category Head - Refrigerators Business and Brand Manager of the FMCG Super brand - Tiger Biscuits with Britannia Industries Ltd. among many others.

Neelima holds the position of President - Indian Olive Oil Association and serves on the Board of Advertising Standards Council of India (ASCI). She is on the jury panel of the Advertising Club of India for Media, Digital and Marketing Awards.

Marketing is a CONTEST for people's attention.
Seth Godin
SUSTAINABLE BRANDS

NITIN KUMAR
Marketing Director
Red Lemon

Having a total experience of 9 years, have worked on more than 1000 accounts across globe. From a budget of Rs 60K/Annum to a budget of Rs 1.8 Billion/Annum.

Have worked for almost every real-estate developer in north, from planning to executing the campaign, in a way that Buyers experience a Digital journey leading up to the purchase.

Have also won awards for the multi-wave remarketing concept, where we show a new ad/new feature to the user on every 15 days.

Giving the best service and meeting the timeline & targets of the campaigns is what I do best.

NITISH CHOPRA
Head – Branding & Communication
JK Cement Ltd.

Head – Branding & Communication, JK Cement Ltd. Nitish Chopra, 33, is a marketing professional with rich experience in brand management, new product development, research & consumer insights and communication strategy development (internal and external). Over his career spanning a decade, he has worked across diverse areas of strategic planning and has hands-on execution experience of various projects as well as competency in all aspects of brand management. He is responsible for having developed Brands from their inception to a position of market leadership today.

He has also worked on challenging assignments & new product launches for both Indian & International (UAE & GCC) markets. Despite his young age, Nitish has rapidly moved up the corporate ladder due to his hard-work, integrity, high professional standards, passion and strong leadership skills. He was awarded the Young Achiever of the Year at the prestigious 7th CMO Asia Awards for excellence in Branding & Marketing and also bagged the Brand Builder of the Year at the Global Marketing Excellence Awards conferred by the World Marketing Congress.

PANKAJ DUBEY
Managing Director & Country Head
Polaris India P Ltd.

Mr. Pankaj Dubey is Managing Director & Country Head at Polaris India Pvt. Ltd. He is also a Tedx speaker.

He builds next generation leaders through guest lectures at IIM’s, IIT’s and leading engineering & business schools and is on advisory board of few.

He received Excellence award 2016 “Path Breaker” from LT GEN. Krishna Mohan Seth, PYSM AVSM, former governor of Chhattisgarh, M.P and Tripura at 17th National Management Summit, New Delhi. He was the Blackbook Indian Most Powerful Men in Luxury Top 100 in 2016. He is recipient of “Top 50 Indian Icon” 2016, award by M4U entertainment.

Marketing IS NO LONGER ABOUT the stuff you make
BUT ABOUT THE STORIES you tell.

Marketing WITHOUT DATA is like driving with your EYES CLOSED.

Dan Zarella
SUSTAINABLE BRANDS

P.K. SHASHIDHARAN
Senior Vice President Marketing
CERA Sanitaryware Limited

He has 36 years of experience in media, advertising, sales and marketing. His career started with Shilpi Advertising in media planning and operations followed by Mudra Communications, again in media. Later he shifted to CERA Sanitaryware to head their advertising and communications. Over the years, he handled not only advertising but complete marketing and product management. Has been with CERA for the last 26 years and contributed significantly to its growth not only in turnover but also in its brand stature.

PRASANN SHRIVASTAVA
Chief Marketing Officer
ASK Investment Managers

Prasann Shrivastava is the Chief Marketing Officer and heads the Marketing and Corporate Communication functions for the ASK group. He has over 17 years of experience across product categories managing some of the largest brands as an experienced Marketing and Advertising professional. Prior to joining ASK, he was responsible for the Brand, Marketing and Digital functions in SBI Life Insurance. In the past he has worked with Dentsu and Ogilvy & Mather as well. His academic qualification includes B.Sc (Hons) in Geology from MS. University, Vadodara and Masters in Business Economics from Indore. His Journey from Research Executive to CMO is a story of enthusiasm and accomplishment.

PREETA CHAG
Director (Communications)
Care Institute of Medical Sciences, CIMS Hospital, Ahmedabad

As a leader in Communications and Marketing, I am involved in strategizing and implementing the marketing and communications of my organization.

I have spent the last 7 years within the same organization creating a strong brand value and impact of the same. I drive the development and implementation of media strategies and possess a creative professional expertise in all aspects of successful marketing, advertising, public relations, event planning, and management. I excel in managing multiple projects concurrently with strong detail, problem solving, and follow-through capabilities. I have demonstrated the ability to manage and motivate cohesive teams that achieve results.

Working as Director (Communications) at CIMS Hospital since April 2009. As a copywriter in Vibrant Advertising Pvt. Ltd (December 1994-January 1997) Freelanced for other advertising agencies including Trikaya Grey and Identity.

A BRAND
for a company
IS LIKE
A REPUTATION
for a person.
YOU
EARN REPUTATION
by trying to
DO HARD THINGS WELL.

TO THE CUSTOMER,
YOU ARE THE COMPANY
- SHEP HYKEN -

“Marketing is telling a story about your value that resonates enough with people that they want to give you money.”

Seth Godin
SUSTAINABLE BRANDS

RAJIV SINGH
Brand Manager
Mohan Clothing Company Pvt Ltd
(Blackberries)

Rajiv Singh, Brand Manager Blackberries menswear, is a modern marketer with integrated marketing experience in the B2B & B2C domains. With core expertise in Retail Marketing, BTL & Mall Activation, New Store Opening & expansion, Media Buying & Social media marketing, he has worked in planning & executing retail marketing strategy for organizations spanning across various retail touchpoints combined with compelling storytelling methodology and robust customer journey across owned, earned and paid ATL/BTL channels.

Rajiv has leveraged deep understanding of the evolving retail & marketing platforms coupled with data-driven marketing techniques and changing consumer behaviour to create connected marketing and sales program for organizations to generate demand, close direct business and grow pipeline with efficient return on investments.

RAJSHREE BAKSHI
Vice President Marketing (Taj Hotels
Palaces, Resorts, Safaris)
The Indian Hotels Company Limited

Rajshree is an experienced hospitality professional with over 18 years of hospitality insights. She has a master’s in marketing and finance and joined the Taj in 1997. Overseeing the company’s worldwide marketing, brand communication, advertising and CRM, Rajshree plays a role in balancing the structured, analytical thinking of science, plus the creative processes of communications, with a bottom-line focus of finance.

Her career highlights include setting up the first online customer feedback system for Taj Hotels Palaces Resorts Safaris, the first Sales force automation system and also the first enterprise level data warehouse system as a stepping stone to customer analytics.

During her tenure, she has contributed to the organization by working on various strategic initiatives including the new brand architecture, and the earlier one. She has also been involved in development of several key award winning global advertising campaigns, creating new products including Taj Weddings, Kids@Taj, Taj Safaris, Vogue Wedding Shows and anchoring many customer research and focus groups.

RAKESH MISHRA
Vice President Marketing
Target

Rakesh is a passionate marketer and leads marketing for Target India. Rakesh has more than 24 years of advertising and marketing experience. Over the years, Rakesh has had the opportunity to create and direct award winning marketing campaigns, built a number of brand identities and developed a number of new products.

Rakesh is a big believer of individual creativity and the power lies within to unlock greater potential. Rakesh is an avid food enthusiast and has a deep affiliation to Indian scriptures and mythologies, its relevance and role that shapes our values and beliefs for a better tomorrow.

Because its purpose is to create a customer, your business has two purposes and two purposes only: Marketing and innovation. Marketing and innovation make you money, generate sales, produce profit. Everything else is an expense...

“Nothing great was ever achieved without...”
RANJITA KANANI
General Manager – GTM Strategies
Vodafone

Ranjita Kanani is a growth leader with an outstanding track record of driving the top line, market share, and brand growth. A transformer, who has built India & APAC marketing teams, creating fellowship but most importantly pointed to tangible and measurable results. Currently leading the GTM strategies for Vodafone India and responsible for the design and execution of the national SME business success plan - build and deploy the right strategies to improve Market share, Profitability & Customer experience in the segment.

Ranjita has over 17 years of domestic and international business experience in B2B /B2C markets with leadership skills that drives business volume and profit growth. Worked across key verticals of business strategy, partner and alliances, product & proposition management, marketing, brand building, competition analytics and customer profitability. Honored Strengths - Translating Ideas into Reality, Thinking and Acting with Focus on Profit.

RAVI KUMAR
AVP, Partnerships
AdLift

Ravi Kumar is a Digital Marketing Consultant and currently working as Assistant Vice President-Sales and BD with AdLift. Riding on the digital wave while serving companies likes AdGlobal360, mydala and Digital Monkeys, Ravi has experienced the digital world as a universe that provides the perfect blend of applied strategy and creative flair. Successful and appreciated completion on digital marketing projects has increased his enthusiasm and continues to bring together individuals, companies and brands to produce creative digital solutions. Ravi is also very active in sharing his knowledge via webinars.

His expertise includes Internet Marketing Consultancy, Digital and Integrated campaign strategy, Digital Business and marketing strategy, business analysis and processes, online learning, pitches, mentoring / training junior team members.

Apart from his digital proficiency, he has also participated in events like India : AdTech, IAMAI events, iMedia, Retail Congress - Franchise India, Click Asia Summit, Singapore; clickZ, Digital Travel Summit, AdTech, eTail Asia etc.

RICHEL CHAKRE
Associate Vice President – Product Marketing
BPIRESE Pvt. Ltd.

A Digital Marketing Evangelist with focus on exploring applications of future technology for business. A strong believer in “Processes for People” model of work, he believes that correct process tailored for the people who run them take any business to newer heights.

Having worked closely with CXO level decision makers, on analysing and creating solutions for generating rapid conversion and developing client servicing models currently working with BPRISE Pvt. Ltd., a Marketing, analytics and advertising start-up building solutions to merge offline and online marketing initiatives.

He loves to travel and actively participates with NGO’s that are working for Child rights.

“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.”

Peter Drucker
SUSTAINABLE BRANDS

RITU GUPTA
Marketing Director – India & ANZ
Dell International Services India Pvt. Ltd.

Ritu Gupta leads the Brand Marketing team for Consumer and Small Business (CSB) for Dell India. She is responsible for developing the overall Brand Strategy for Dell in India, across its product portfolio, making Dell as the Brand of Choice for consumers, be it families, youth or working professionals.

A Marketing professional with over 20 years of experience across industries, like - Consumer Research (AC Nielsen), Durables (Whirlpool), FMCG (Dabur) & Financial Services (ICICI Bank), she has worked extensively in Delhi (her hometown) & Mumbai.

Ritu has a Post Graduate Masters in Management Studies from Mumbai University & is an Economics Graduate from Delhi University.

In addition to her responsibilities as marketing lead, Ritu is also the India spokesperson for DWEN (Dell Women Entrepreneurs Network), which is a global platform founded on the premise of creating and fostering a community of like-minded women founders who are looking for ways to grow and who need a venue to exchange ideas, learn and do business with one another to make it happen. Ritu has been with Dell since 2011. She is based out of Bangalore at Dell India headquarters.

ROHAN PADHYE
Vice President – Marketing & Digital
Axis Mutual Fund

Management Graduate with over 13 years of cross-category experience in Marketing and Advertising. Strong believer in the philosophy that brands need to change the conversation with consumers to push the business agenda. Good understanding of MarTech. With the world embracing digital, Rohan has used his experience of marketing & brand management and leveraged technology for driving business objectives. Started his career in advertising working with Ogilvy & Mather and Leo Burnett where he got an opportunity to work on a holistic approach to marketing communication starting with mining consumer insights to strategy development to creating effective and creative communication for brands across different categories. Rohan has been spearheading the Marketing function at Axis Mutual Fund since April 2014 driving category awareness, digital marketing, marketing communication and digital acquisition including outbound contact center management. Prior work experience includes over 5 years at Blue Star Ltd where he worked extensively on foray of room airconditioners in the residential segment.

ROHAN VAIHYA
Regional Director – India & SAARC
CyberArk Software Ltd.

As the Regional Director at CyberArk, Rohan is responsible for managing sales operations and profitability of the business in the sub-continent. He joined CyberArk in May 2016 with more than 18 years of experience in successfully building brands and businesses in India and the wider Asian region. Rohan has served in a variety of capacities in an expansive career including sales, marketing operations, technical consulting and business management with mostly multinational organisations in India, Southeast Asia and the Middle East. His track record for engaging deeply and productively with clients has delivered measurable success in industries including telecommunications, financial services, publishing, media, IT and IT enabled services (ITES). Rohan started his career at Tata Press, moving on to CMS Computers and Xerox India where he developed core skills and capabilities in effective sales and marketing management, especially in managing large domestic and multinational accounts. Rohan moved to work on an international assignment in the Middle East and was based out of Dubai for little over 3 years with IBM / GBD and was responsible for building the business for lower part of Gulf.
ROHIT GULATI
Head Strategic Marketing – India & Subcontinent
KARL STORZ Endoscopy India Private Ltd.

A Senior Strategic Commercial Leader with a progressive experience in Healthcare Industry. Rohit has worked in leading health care MNCs like DePuySynthes (A Johnson & Johnson Company), MSD (Merck Sharp and Dohme), Bausch & Lomb and Becton Dickinson across Sales, Strategy, and Marketing functions.

He is passionate about building high value brands to fuel rapid revenue growth for both established and start-up companies. He possesses an entrepreneurial mindset and employs strong team leadership to create outsized impact with limited resources.

As the Head Strategy and Group Marketing for KARL STORZ Endoscopy India (Leaders in Endoscopy, Imaging, and Operating Room Integration Solutions), he is responsible for Corporate Strategy and Marketing of Imaging business in India and Subcontinent.

A thorough team player with a keen eye for detail, he blends his learnings from digital, sales and marketing to deliver results and is always in pursuit of excellence.

SAIRAMPRABHU VEDAM
VP & Global Head - Marketing and Demand Generation
Cognizant Technologies

Sairam Vedam is the Vice president - Global head of Marketing and demand generation at Cognizant Technologies - a Global Leader in Independent Software Testing Services. He was awarded by BBC Knowledge and CMO Asia as the greatest marketing influencer of 2017.

Also, he has won the Most Influential Marketing Technology Leader award from the World Marketing Congress twice in a row for the years 2016 and 2015 and is part of the select list of top 100 marketers who are awarded this. At Cognizant, He works on the positioning, marketing strategy, branding and communications for Cognizant, across 5 continents. He has dealt in depth with Gartner.

Forrester, NelsonHall, Everest group and IDC. In the last 4 years, he has worked to position Cognizant twice in Gartner’s Magic Quadrant, twice in Everest PEAK Matrix, 4 times in a row as a leader in Nelson Hall NEAT Charts and significant mentions by Forrester.

He is currently leading the effort to engage advisory firms as the next strategic marketing initiative.

SAKET V RAO
Chief Marketing Officer
Ben Franklin - A unit of Eyegeare Optics India Pvt. Ltd.

A progressive global marketing leader building and leading global brands primarily in Retail &E-Tail, FMCG, BFSI, Real Estate, and Consumer Durables business. With degrees from Wharton School of Business, IIM Calcutta, Digital Marketing Institute (Ireland), and Xavier Institute of Communications.

Chief Marketing Officer at Ben Franklin – India’s Largest Hospital Based Optical Chain with 350+ Stores across 100+ Cities & Towns and 22 States & Union Territories, where I provide senior level strategy, vision, and brand direction, and drive market leadership status for the organization. I also spearhead corporate brand strategy to increase market presence, expand business, and rebrand existing product line and stores to grow the business.

Previous brands that I have managed, launched and grown include Housing.com, MasterCard International Incorporated, Citibank, Barclays Finance, Videocon and many others.

BRANDING IS THE ART OF BECOMING KNOWABLE, LIKABLE AND TRUSTABLE
SANJEEV KUMAR
Head of Marketing
Rittal India Pvt. Ltd.

Mr. Sanjeev Kumar heads the Marketing function for Rittal India Pvt. Ltd. He has a rich experience spanning over 21 years with leading B2B as well as B2C companies across India. Mr. Kumar is a graduate in Mechanical Engineering and MBA in International Marketing from India Institute of Foreign Trade. Mr. Kumar has an extensive experience in functions across Production, Finance, Process Improvement, Distribution, Sales and Marketing among others.

As the head of marketing at Rittal India Pvt. Ltd., Mr. Kumar is responsible to ensure the efficacy of Brand Rittal. He is charged with the task of consistently improving Rittal India brand index Score as well. He is also responsible for Integrating Product Marketing, Channel Management, MTS and communications.

Mr. Kumar has previously worked with leading companies like Mahindra Automotive, Hyundai Motor India Ltd., Ford Motors, Bajaj Auto, Cummins India Ltd & Kirloskar Brothers Ltd.

SAUMITRA PRASAD
Chief Marketing Officer
Kokuyo Camlin Limited

Born in New Delhi and a Management Graduate from Narsee Monjee Institute of Management Studies, Mumbai, Saumitra Prasad has worked for 20 years in Consumer good industry in various capacities in amassing a vast pool of knowledge about the industry. Currently he is heading the marketing department of Kokuyo Camlin Ltd (part of Kokuyo Group, Japan) as Chief Marketing Officer since May 2013 and his previous assignment was with CavinKare Pvt. Ltd where he served in the marketing department for more than ten years. He has made significant contribution to the success of many brands in his 20 years career – Chik Shampoo, which had become the leading brand in the most competitive shampoo category in the early 2000, Spinz, a lifestyle brand in the category of talcum and deodorant, Indica a strong natural brand in the hair Colour category, Camlin, a leader in the kids segment, and many others. Saumitra Prasad has contributed immensely in the marketing processes of brand identity, new product development, multimedia communication and consumer insights and has received several awards like Marketing Mastermind, Greatest Marketing Influencer, Extraordinaire, Marketing Professional of the year etc. for his work.

SHALABH SAXENA
Chief Operating Officer
Canara HSBC Oriental Bank of Commerce Life Insurance Co. Ltd.

Shalabh is a founder member & currently heads Marketing, Operations, Information Technology, Customer Retention & Corporate Communication. An MBA in Marketing, he has previously worked with Standard Chartered Bank and ING Life Insurance. He brings with him a strong retail financial experience of 22+ years in Consumer Banking & Life Insurance Industry. Through his career he has run large profit centre & SBU’s across various business lines in Life Insurance & Retail Banking. Core competence & exposure revolves around Distribution set up & handling sales in large business environment, Marketing, Strategic Planning, Customer Retention, Alliances & Acquisitions, Channel Relationship Management, Market Expansion & Distribution Strategy, Customer Service & Operations. Shalabh in his current role handles four diverse functions of the company - Marketing (Brand, Digital Marketing, Public Relations), Operations, Information Technology & Customer Retention (Customer Engagement, Customer Experience & Satisfaction). The focus hence is on creating an enabling environment for the brand and work in parallel on various initiatives focused on the Customer.
SUSTAINABLE BRANDS

SHOUMYAN BISWAS
Vice President - Marketing
Flipkart

As the Head of Marketing for Flipkart and eBay India, Shoumyan is responsible for the Brand Building, Marketing Strategy and Execution for Flipkart including all its categories, private labels and product/solutions in India. With 15 years of experience with diverse industries, he comes with rich expertise in the creation of brand positioning and architecture and experience of having conceptualized and executed highly creative, award winning and results driven Marketing campaigns.

SHRAVAN MEDEMPUDI
Chief Executive Officer
WrightFont Digital

11 years of experience in marketing excellence.
Data driven and creative thinking marketing professional.
Driving marketing priorities in a dynamic business landscape.
Enabling Customer centricity as the key of marketing DNA.
Early adopters of caricature marketing.

SMITA AMIN TODIWALLA
Head - Sales & Marketing
Sumer Group

A woman who represents accuracy, Smita Amin Todiwalla is nothing short of a symbol of efficiency. She has successfully turned companies around with her skills as a leader, head of sales and marketing & more. What she brings to the table is a unique blend of knowledge, leadership skills and vision that she has earned with nearly two decades of business expertise. Smita has served at Runwal group as AVP Sales & Marketing, where she has been responsible for growth in business by 72% through her exceptional philosophy of growth and satisfaction. Her unparalleled skill with customer relationship management has rightfully earned her the title of ‘Head of Sales and Marketing’ at the prestigious real estate firm of Sumer Group, based out of Mumbai. She has advocated for a highly organised Sales and Marketing system, which ensures contribution from every facet of the organisation, thereby ensuring a robust structure that functions flawlessly. Through her leadership, the Sales and Marketing team of Sumer Group has become a beacon of competence and timeliness. Smita has been responsible for promoting Sumer Group’s properties, streamlined workflows & processes and unified teams since the time she has been a part of the company.

“"The purpose of a BUSINESS is to create a customer who creates CUSTOMERS"

Milan Kundera

BUSINESS HAS ONLY TWO FUNCTIONS - MARKETING AND INNOVATION.
SOPAN J UPADHYAY  
Chief Manager Marketing  
IDBI Federal Life Insurance Co Ltd.

A result oriented professional with over 15 years of experience in marketing with a proven track record of delivering innovative and effective solutions to business problems ensuring right quality of conceptualisation and flawless execution. I'm privileged to work with brands like Parle Biscuits, Tata AIG, HDFC Bank and IDBI Federal in my successful career journey. In this journey I have learned & developed a unique blend of fine creative judgment, eye for detailing and effective execution capabilities. Have demonstrated abilities and expertise in advertising, ATL & BTL campaigns, loyalty programs, events & activations, product marketing, channel marketing, new product launch and driving ROI driven campaigns across multiple distribution channels in BFSI & FMCG industries. Have skilfully managed team and relations with various stakeholders like creative/media agencies, event agencies, BTL activation agencies, print & production vendors, internal stakeholders in implementing projects for product, channel and brand promotion. Highly energetic with strong networking skills, result oriented, willing to learn & listen, team-player with excellent communication, problem solving skills.

SUBHENDU PATNAIK  
Director, Marketing  
Cigniti Technologies

Subhendu is an influential Marketing & Branding Leader with 14+ years of experience in helping businesses get maximum returns from their investments in marketing. With a data-driven approach towards developing 360 degree marketing strategies, Subhendu has a proven track record in building and leading ultra-lean yet super-successful marketing teams. His in diverse areas of marketing including Digital, Social and Content Marketing, Marketing Automation & more, which enables him to build the thought leadership brand for Cigniti globally.

Subhendu is a PhD Fellow Scholar in Marketing at IIM Indore, a Gold medallist in MBA from SP Jain, Singapore and a B.Tech from NIT Rourkela. He speaks at diverse global and regional conferences on Marketing & Growth hacking, including top IIMs such as IIM Indore. Subhendu won numerous awards in Marketing including Top 100 Most Influential Global Marketing Leaders award in 2015 and 2016 and Top 100 Digital Marketing Leaders by Jessie Paul's PaulWriter in 2017 and Top 50 Brand Leaders Asia award from World Federation of Marketing in 2017 in Singapore.

SUCHIT DEKIVADIA  
Head Sales & Marketing  
Paques Environmental Technology India Pvt. Ltd.

Suchit is a blend of technical, commercial and leadership role, which makes him a seasoned professional for starting up new business ventures, launching high tech engineering companies. He is mechanical engineer and holds MBA degree from IIM Europe. Recently he has pursued advance biotechnological course from The University of Delft, The Netherlands.

He has been part of Netherlands delegation and eminent speaker at Vibrant Gujarat summits during 2015 and 2017. He has been part of various public speaking events of environmental industries like CIIL, Paper tech, Wastech etc. In span of his working career of over 15 years, he was part of new businesses launches in US based Fortune 500 co, Pentair Inc where he was also awarded the finest award “Presidential Circle Award” in 2012.

Prior to Pentair he worked for research and consulting firm Frost & Sullivan. In 2014, Suchit along with core management leadership team have started and launched cutting edge Dutch technology provider Paques in India. The enthusiastic team enjoys over 15 “Waste to Energy” projects which ensures “Clean Water and Clean Energy” for Industrial and Municipal clients which fits in to our Honorable PM Narendra Modi’s vision of Clean India.
Sustainable Brands

Sumanta Ray
Group Chief Marketing Officer
Narayana Health

Sumanta Ray has over 20 years of experience in Sales & Marketing, Branding and International Business Development. He started his career in brand management and subsequently moved on to sales & marketing roles in retail, telecom, financial services and healthcare, with stints in leading organizations like Airtel, Reliance & Apollo Hospitals, prior to taking charge as the Chief Marketing Officer for the Narayana Health group of hospitals.

Currently at Narayana Health, Sumanta Ray is responsible for the company’s topline and handles the entire Sales, Marketing, PR & Corporate Relations for the group. He has built up the sales & marketing function from scratch across all the 30 NH network hospitals. He has also been instrumental in the re-branding on Narayana Hrudayalaya to Narayana Health as well as setting up the organization’s digital & online footprint.

Sumit Sehgal
Chief Marketing Officer
COMIO India

With over two decades of experience in sales and marketing, Sumit is a tenured marketer with a profound understanding of the Indian market.

He plays a pivotal role in continuing to grow the department by making it one of the key drivers for the company. Sumith has a positive bias towards initiatives that catalyse business growth & strengthen customer loyalty.

An alumnus of IMT Ghaziabad, Sumit’s prior assignments have been with JWT, ITC Ltd., Bharti Teletel, Max Life, and Intex Technologies. During this period, he has built many brands and led multiple marketing initiatives aimed at delivering meaningful brand and business outcomes.

Sushant Dash
Regional President - India
Tata Global Beverages Limited

As Regional President – India, Mr. Dash is responsible for spearheading business for the region.

Mr. Dash joined Tata Global Beverages in 2000, and has successfully handled various strategic and operational roles for the organisation. Some of his previous roles include Marketing Head for India, Team Leader of a Venture Team based in UK. He was part of the core team that set up Tata Starbucks in India. In his most recent role, he was the Global Brand Director of Tata Global Beverages.

Sushant started his career in Market Research and worked with ORG MARG (Nielsen research now) for 4 years before joining TGBL.

Mr. Dash holds a post graduate degree from Mudra Institute of Communication, Ahmedabad (MICA) and is a graduate in Economics from Ravenshaw University, Cuttack.

Marketing without design is lifeless, and design without marketing is mute.
Von R. Lutschka

Marketing is no longer about the stuff that you make, but about the stories you tell.
Seth Godin

As marketers, we should be changing the mantra from always be helping to always be helping.
Jonathan Liner, Internautica

Marketing Leaders

100
Swadesh Sharma
Head - Product Growth & Marketing
Mara Social Media

Swadesh specializes in digital marketing and user acquisition. He believes in running controlled experiments until they are statistically significant for analysis to every objective that may be based on multiple hypotheses. He has delivered successful results through multiple campaigns from thousands to millions of dollars. At Nimbuzz, Swadesh took their flagship product, Nimbuzz Messenger, to a magical figure of over 250 million registrations. He has taken Holaat (a caller ID app) from its first registered user to now over 4 million users in less than 2 years.

Swadesh is a Bachelor in Engineering from Army Institute of Technology, Pune, India.

He currently works with Mara Social Media heading their Product Growth and Marketing for multiple products. His major responsibilities include Product Growth, Media Planning, App Distribution, App Store Optimization (ASO), Fraud Management, Search Engine Marketing (SEM), Social Media Marketing (SMM), Strategic partnerships & alliances and Data Analytics.

Swati Rathi
Head – Marketing, Senior GM
Godrej Appliances, Godrej & Boyce Mfg. Co. Ltd.

Ms. Swati Rathi is the Marketing Head of Godrej Appliances, flagship division of Godrej & Boyce Mfg. Co. Ltd and one of India’s leading home appliances companies. She has more than 11 years of rich marketing experience at Godrej where she moved across various roles in marketing, spanning multiple categories and domains. Having completed her B.Sc Economics from St. Xavier’s Kolkata and her MBA Marketing from XIM Bhubaneswar, Ms. Swati commenced her career as a Management Trainee in Polaris and then moved on to the consumer research domain with IMRB International where she spent close to 3 years, prior to joining Godrej.

Ujjwal Dewan
Vice President
Devans Modern Breweries Ltd.

Ujjwal Dewan, Vice President of Devans Modern Breweries Ltd. has been in the liquor business for more than 15 years. He joined the company at a young age of 21 after completing his graduation. He started his career with marketing and his first most successful project was the redesign & launch of Godfather Beer in its all new avatar.

He was then actively involved in sales & development of new products. He had a key role in launching premium product Kolsberg Beer in the market which was in direct competition with all the international brands in terms of packaging & quality. He is actively involved in new product development and a number of products are lined up for launch in 2018, both in the liquor and beer segments.

His greatest mentor in business & life has been his father Mr. Prem Narain Dewan. He calls himself a "Student of life" and firmly believes in the motto "There are no shortcuts in life".

MARKETING IS CREATING PRODUCTS AND SERVICES THAT LEAD YOUR TRIBE TO TELL STORIES THAT SPREAD

"The goal of social media is to turn customers into unpaid marketers." – Seth Godin
VENKATESH HARIHARAN
Chief Marketing Officer
BAeHAL Software Ltd

Steadiy advancing 37+ years of total experience in defence and aerospace industry & 18 + years of Senior Management experience

STRENGTHS & BUSINESS SKILLS:

Conceptual ability and undertake Overall responsibility for creating, planning, implementing the Company Strategy.

Awareness of external and internal competitive landscapes, opportunities for expansion by creating new business verticals, customers, new industry developments and standards.

Increasing company market share by Market trend analysis, strategy and planning.

Achieved significant success in opening new markets.

Goal oriented, breaking goals down into achievable and measurable task.

Strong relationship management skills for acquiring and retaining Customers.

Ability to size-up under-performing programs and quickly identify and implement solutions.

VIJAY CHAND
Head of Strategic Marketing
Thomson Reuters

Vijay runs Strategic Marketing for Thomson Reuters. In his current assignment, Vijay is responsible for building and execution of the Enterprise Marketing plan for the four key business units, namely Financial, Risk, Tax and Legal within Thomson Reuters. He runs a small core team of Marketing Specialist, who cover the entire lifecycle of Marketing support, including Brand Strategy, Content Management, Digital and Social Media Marketing.

In over 12 years with Thomson Reuters, Vijay has spent a large part of his time, within the Financial Information Business, across assignments within Sales and Account Management. Besides Sales leadership roles within the Sub continent, Vijay has run Sales organizations for the larger Asia Pacific region, being based in Sydney, Australia.

Vijay lives in Mumbai with his wife and two children. Having graduated from the Narsee College of Commerce and Economics, Vijay is passionate about food, and cricket.

VINEET AGRAWAL
Head of Marketing – Indian Subcontinent and Maldives
Brown-Forman Worldwide L.L.C

Vineet heads the marketing function for Brown-Forman Worldwide LLC in the Indian subcontinent and Maldives. He is driving the marketing strategy and growth for the Jack Daniel’s Trademark, Finlandia Vodka, Woodford Reserve Bourbon Whiskey and El Jimador Tequila in the region.

Vineet is an experienced hand in the alco-bev industry and prior to this assignment, Vineet has worked with leading alco-bev companies like Beam Suntory and Carlsberg in India. An alumnus of MICA (Mudra Institute of Communications, Ahmedabad), Vineet describes himself as a passionate marketing professional, excited by the concept of experiential marketing and its potential to build a deep and long lasting connect between the consumer and the brand.

Vineet is an avid traveller who enjoys discovering new cities and cultures. He considers a classic Old Fashioned made with Jack Daniel’s Old No. 7 as his favourite cocktail.

“Don’t be afraid to get CREATIVE and experiment with your Marketing.”

“Steadily advancing...”

The aim of marketing is to get customers to know, like and trust you.”
SUSTAINABLE BRANDS

VISHAL PAREKH
Marketing Director - India
Kingston Technology

Mr. Vishal Parekh is the Marketing Director of Kingston Technology India, the leading brand in memory modules and data storage. He has lead Kingston in India for more than 10 years and has been a key architect of the company's strategic vision.

Mr. Vishal, with his outstanding leadership skills, has received numerous awards by industry associations and media. He successfully repositioned Kingston as a lifestyle technology brand along with being one of “the most Channel friendly” brand in India.

Under his leadership, HyperX, the Gaming Brand from Kingston, has already become “the most preferred gaming peripherals” brand amongst Indian gaming community.

YASH MOHAN PRASAD
Head of Sales & Chief Marketing Officer
Edelweiss Tokio Life Insurance Co. Ltd.

Mr. Yash Mohan Prasad is Head of Sales & Chief Marketing Officer at Edelweiss Tokio Life Insurance and a Management Committee member of the Edelweiss group.

29 years ago, he joined as a direct recruit officer at LIC and graduated to lead the most successful branch in India. He has successfully held different leadership positions including Sales, L&D etc at Kotak Life, Bajaj Allianz and HDFC SLIC before joining Edelweiss Tokio Life in 2010.

At Edelweiss Tokio Life, he has set up a robust sales function based on a unique philosophy which earned notice of the industry in a very short period of time. Having seen the challenges faced by the industry up close, he found innovative solutions for quality selection, focused grooming and excellent on field support to advisors.

YUKTI KALRA
Assistant Manager
Prestige Group, Bangalore

Yukti Kalra is currently working as an assistant manager at the Prestige Group, a leading Real Estate Developer in Bangalore, where she leads the initiatives for their niche Luxury Projects portfolio. Prior to this, she worked as the Chief Marketing Officer at Raffles International School (Singapore based Education Foundation) for 4+ years.

After completing her Bachelors and Masters (MSc) degrees in Psychology, she chose to apply her skills in the ever evolving Marketing sector. Her empathetic attitude has helped her in understanding client and customer needs in order to draw strategic tailored plans to ensure effective collaboration and build strong, healthy long term relationships.

She believes that hard work and persistence, with the right balance, are the keys to success. She was nominated, and subsequently won her first Most Influential Marketing Leader award in 2016.

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“Without promotion something terrible happens... nothing!”

- Seth Godin

“Marketers need to build digital relationships and reputation before closing a sale.”

- P.T. Barnum
MOST INFLUENTIAL
DIGITAL MARKETING
LEADERS
**SUSTAINABLE BRANDS**

**ABHIJIT MISHRA**  
Country Manager, India & UAE  
KAYAK

Abhijit Mishra is responsible for managing country operations for KAYAK's business in India & Middle East. His current portfolio includes managing country operations, business development activities with strategic partners, focusing on increasing user base and building brand KAYAK through marketing efforts. He is also responsible for all localization efforts in KAYAK, to provide the best user experience for consumers in India. Prior to joining KAYAK, Abhijit was leading heading Brand Partnerships & Advertising for Rovio (Angry Birds). His past experience includes various roles in Marketing, Business Development, Social Media & Partnerships for consumer tech companies in India such as LINE, Tata Docomo and Aircel. Abhijit holds an MBA in Marketing from the ICFAI Business School and currently resides in Delhi. An avid trekker and mountain biker he has extensively trekked in the higher reaches of Ladakh, Zanskar, Spiti and Everest region.

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**ABHISHEK RATHI**  
Head - Customer & Partner Experience, Regional Distribution, MetLife Asia  
MetLife

Abhishek Rathi joined MetLife Asia Distribution team in May 2017 to lead Differentiation initiatives across Asia distribution by leveraging Digital. In this role, he will partner with Marketing, Innovation, IT, Operations & Country teams to build a regional digital framework with a differentiated design experience for customers and distributors. Prior to this role, Abhishek was the Head of Digital and acting Chief Marketing Officer of PNB MetLife India and successfully led a wide range of e-commerce, Marketing, Digitization, Analytics & Innovation initiatives. Under his leadership, PNB MetLife India has won many national & international accolades like Celent Model Insurer Asia award for integrated online sales platform, Asia Spikes 2016 award, Guinness World record (Satara Marathon), Finoviti award 2017 (Innovation in BFSI), Website of the year 2016 & Social media campaign of the year 2016. In August 2017, he was nominated in CX100 (Customer Experience) India list by Oracle & Paul Writer. Before joining MetLife, Abhishek has led many Industry-first Digital transformation initiatives across leading insurance organizations in India and has over 15 years of diversified experience in Direct sales management, Strategy, Account management & Business development.

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**ADVIT SEHDEV**  
Marketing Head  
Infibeam

Advit Sehdev, Head Of Marketing For Infibeam is a Pioneer in Digital Marketing. He started his Digital Marketing career by forming his own organization in 2010 which was later acquired by Infibeam in 2014. Advit is the recipient of several national awards in marketing, innovation and entrepreneurship. He is the author of several books in marketing and is passionate about research and innovation in marketing and psychology. He is also a number 1 Best Selling Author.

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**CONTENT IS THE ATOMIC PARTICLE OF ALL DIGITAL MARKETING.**  
- Rebecca Lieb
**SUSTAINABLE BRANDS**

**AJAY KAUL**  
Chief Digital Officer  
Mahindra Holidays

Ajay Kaul has over 20 years of global marketing and executive management experience and has served across various global brands in USA and India. Ajay Kaul is presently Chief Digital Officer at Mahindra Group. He oversees the digital marketing and transformation for Mahindra Holidays.

Prior to this role, Ajay was with Google as the Director for Google’s North America business, responsible for helping Google’s largest customers meet their digital marketing objectives and managed campaign optimizations for fortune 500 customers served by Google. Prior to Google, Ajay was with Lenovo where he served as the Executive Director for Lenovo’s Global Brand Communications and analytics hub in Bangalore.

In this role Ajay led a team of over 150 professionals, responsible for developing, deploying and analyzing marketing campaigns for 50+ countries.

Ajay joined Lenovo from Dell, where he was based out of Dell’s global headquarters in Round Rock, Texas. He played a key role in establishing Dell as a #1 SMB brand in the PC category in North America.

**ALOK AGARWAL**  
General Manager - Strategy  
GSK Consumer Health

Alok is the quintessential IIT IIM alumni - comfortable with Technology as well as Marketing. After successful sales & marketing stints with Unilever and Sara Lee Asia-Pacific, he joined eBay India as their Marketing Director. In his role as GM-Marketing Excellence in GSK Consumer Healthcare, he evangelized the digital mindset within the company by actively driving social listening, creating web content and measuring the impact of digital on business outcomes.

Under his leadership, the team produced really cutting edge work, some of which won GSK Consumer Healthcare, industry recognitions for digital marketing. Alok is very focused on business outcomes and his work on measuring the impact of digital & TV, using the same scale, has been published as a case study. Alok remains an active contributor in digital marketing forums.

**AMIT SHARMA**  
Sr. VP - Digital Marketing & E-commerce  
Max Life Insurance

Amit has powered businesses operating in high paced environments to engage consumers in their ever evolving paths to purchase.

He brings a comprehensive perspective spanning Sales, Digital Marketing, E-commerce, Digital Product, Brand, Media, Research and Customer Value Management.

Over the last 18 years, Amit has led Marketing, Digital & Revenue teams across diverse categories spanning financial services, media, IT peripherals, beverages & auto.

He currently leads a passionate team of digital evangelists who run the most profitable & the fastest growing distribution channel for Max Life Insurance and are deploying bold & considerable bets for the organization.

He is a self-confessed ad-tech aficionado and a believer in perpetual beta.

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**SOCIAL MEDIA IS ABOUT SOCIOLOGY AND PSYCHOLOGY MORE THAN TECHNOLOGY**

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"Don't use social media to impress people; use it to impact people."  
DaveWillis.org
SUSTAINABLE BRANDS

ANVESHA POSWALIA
Brand Manager - Digital
Asian Paints

A passionate marketer, Anvesha is currently responsible for the digital marketing strategy of Asian Paints. A thought leader in her field, Anvesha has been a speaker at various conferences. She was featured by Social Samosa in the “Social Media Superwomen” in India in the years 2016 and 2017. She was also instrumental in winning several awards for Asian Paints at DMA and CMO Asia.

Her journey started with Google, where she worked closely with clients like Sephora, Gap and Jet Airways to help them build successful strategy for their marketing campaigns on Google search, display and YouTube. Post this, she set up the online marketing team at Traveleyaari.com and paved the way for digital transformation at the company with an ROI focused approach.

She is extremely excited and optimistic about the adoption of digital technology in India and is looking forward to how digital is all set to change the shape of marketing.

APARNA LAL
Head - Digital & Social Media Marketing
Microsoft APAC

Aparna Lal, Head - Digital & Social Media Marketing, Microsoft APAC, is a modern marketer with integrated marketing experience in the B2B & B2C domains. With core expertise in Digital & Social media marketing, she has worked in planning & executing digital marketing strategy for organizations spanning across various digital touchpoints combined with comprehensive storytelling methodology and robust customer journey across owned, earned and paid digital channels.

Aparna has leveraged deep understanding of the evolving digital & social media platforms coupled with data-driven marketing techniques and changing consumer behaviour to create connected marketing and sales program for organizations to generate demand, close direct business and grow pipeline with efficient return on investments.

• Recognized as Digital Marketer of the Year IT/ITES 2015 by IAMAI (Internet & Mobile Association of India)
• Recognized as Most Influential Digital Media Professional for 2015, by World Marketing Congress & CMO Asia.
• INSEAD certification in Business Strategy & Financial Acumen,
CIM (UK) Certified e-marketing professional

AROON KUMAR
Managing Editor
The Martech Blog

An Accomplished, Top Level Digital Business Leader, Global Marketing Strategist and Agile Business Management Professional with 15 years of qualitative experience across global marketing strategy, planning & operations, global brand management, revenue planning, market building across geographies, communication strategy, balancing between top-line and bottom-line, championing the convergence of #AdTech, #MarTech & #DataTech, digital transformation, marketing automation platforms, data driven market growth, social media analytics tools, mobility and mobile technology, product developments, advanced audience analytics and global talent management expertise.

He is having proven competencies in anticipating and capitalizing on market trends, identifying profit potentials, creating value, positioning the organization’s products, services and offerings to maximize market share; abilities in aligning strategies with organization’s business objectives and developing specific success metrics and analytics approaches tailored to unique needs.
BHAVANA MITTAL
Regional Head – Media, Digital and Communications, SoA
Reckitt Benckiser (RB)

Bhavana Mittal is the Regional Head of Media, Digital and Communications for Reckitt Benckiser, South Asia. In the multifarious environment of FMCG, she is responsible for strategic areas such as media planning and buying, analytics, digital capability building, performance management of the media agencies, etc. across the region.

She is a part of the advisory councils for various industry forums like SHEROES, ad:tech, DMAasia, MMS and iMedia. She has been a jury member for FOMA, digipub awards and OAC awards.

In roles prior to RB, she was heading Media and CSR for GSK for the Indian Sub-Continent and the Media Audit division for Accenture.

Honoured with the 3rd Aadi Aabadi Women Achievers Award 2011, Bhavana’s success and contribution to the media industry has been recognised nationally. Aadi Aabadi Women Achievers Award a platform is to give recognition and honour to women who have achieved success in their respective fields against all odds and emerged as a role model and inspiration to others.

DHIREN RAIKUVAR
General Manager
Times Network

Dhiren has worked in top organisations for the best of global brands spanning Technology and Marketing functions. He is driven by the need to better engage with consumers/audiences in an efficient manner. With an impeccable understanding of technology, data & consumer his ideas are observed to shape into great marketing campaigns.

Growth is his true north. He loves driving change – prefers an integrated approach combined with creative insight. He has lived and worked in Brussels, London, Delhi, Mumbai and Shanghai managing cross cultural teams, brand launches, driving performance campaigns, developing innovation mixes for different markets – most importantly, created and nurtured consumer love. He spearheaded digital business for Imagica, an entertainment theme park based in Mumbai, flipped the sales & marketing strategy from an essentially Walk-in/B2B model to an eCommerce synergy. Dhiren presently heads Digital Marketing at Times Network (part of India’s largest media conglomerate – the Times Group), and is responsible for driving brand salience on digital and growth of its news portal www.timesnownews.com.

DINESH ARORA
Sr. Director
GroupM

Dinesh Arora is a versatile new age marketer with over 10 years of experience spanning diverse verticals like travel, e-commerce, education, BFSI, FMCG, Telecom, etc. He is a specialist in digital marketing domain, especially in various facets of performance marketing, partnerships & Alliances & Analytics. He has been associated with many top organizations like ZoomCar, HT Media, Firstcry.com, Make My Trip in various capacities. He currently works with GroupM, leading the Digital Marketing strategies for West and manages a portfolio of more than 100 cr per annum where he leads the brand & performance marketing which includes Digital Channels and content marketing. Apart from Marketing, he is an analytics enthusiast, and likes to formulate data driven strategies by unearthing insights from data to understand the user behavior and their buying pattern to improve the brand positioning & marketing efficiencies. In his spare time, he likes to read and keep himself updated with the latest technologies as well as helping start-ups in their initial phases.

The goal of social media is to turn customers into a volunteer marketing army.

“Jed Bart, Convince & Convert”
SUSTAINABLE BRANDS

DUSHYANT BHATI
Founder & Chief Executive Officer
PodPitara.com

I love building new things — starting from a blank page to a drawing or early stage prototype and transforming it into something people truly value, Professionally Architected a Great product where we are hoping to inform, empower and entertain the world through the Audio. Personally — while working of PodPitara, I get as excited today as I did back when working on my science projects in school.

Now, I put that perseverance to good use by supporting and building a Great platform called Vojhao/Sehat ka Pitara; to make information instantly available to listen everyone, in their own language, wherever they are? With a great product and brilliant people, it’s no surprise that PodPitara is successful and fast growing company.

GAURAV GANDHI
Chief Operating Officer — Viacom18 Digital Ventures
Viacom18 Media Pvt. Ltd.

Gaurav is the Chief Operating Officer of Viacom18 Digital Ventures — a division that drives the consumer facing digital initiatives for the company. He heads VOOT, Viacom18’s Over-the-Top Video Streaming Service, which in a very short time has become one of the frontrunners in the Indian online video space. Gaurav is also responsible for the overall digital strategy for the company including licensing and partnerships in this space.

Prior to this role, Gaurav was the Group Chief Operating officer of IndiaCast Media Distribution - a strategic joint venture between TV18 and Viacom18 created to monetize all channel & content assets across media, platforms and geographies. At IndiaCast, his mandate was to maximize both revenues and reach for content and services from the group - across both the domestic and overseas markets. He used to oversee the entire domestic distribution of Viacom18 and TV18 channels. In addition he was responsible for building out the entire International business for the group (including Ad-sales, Distribution & Licensing) and expanding the footprint of the channels/content to 135 countries around the globe.

GAURAV HAZRATI
Head-Digital Banking, Consumer Banking
IndusInd Bank

Gaurav Hazrati is passionate about creating extraordinary and intuitive digital experience for the customers. He has worked as an ‘Intra-preneur’ throughout his career in the financial services industry. He has spearheaded Digital transformation, Acquisition and building winning digital Business models. Gaurav believes that the Banking of today would be unrecognizable in the next few years and is focussed on making a future ready bank working on exciting new payment and digital technology. Many of his initiatives have won national and international awards.

Currently he heads digital banking initiatives for consumers at IndusInd Bank. Prior to his work at IndusInd Bank, Gaurav was the founding member of Axis Bank’s Retail broking Business and was instrumental in creating a digital business through AxisDirect.in. Gaurav has done his MBA from Faculty of Management Studies and Innovation management Executive Course from Harvard Business School.

The strength of your social media is determined by the strength of your content.

— David K. Malter
HONEY SINGH
Co-Founder
ARM Worldwide

Honey Singh is presently the Chief Executive Officer, PR and Content Marketing at ARM Worldwide. Mr Singh brings over a decade of rich and dynamic experience to the business. Honey has been a strategic counsellor and has delivered creative insight-driven consultancy for Fortune 500 companies, startups & bloggers. As the CEO of ARM Worldwide, Honey is at the helm of business with a clear focus on driving the company’s overall business & operational growth in India and abroad. Mr Singh started his professional journey as an entrepreneur back in 2004 from blogging & a technology startup before foraying into the industry as a consultant. Under his leadership, ARM Worldwide has won multiple accolades, including “Most Creative PR Stunt - South East Asia” in PR Awards 2017 by Marketing Interactive. Other prestigious awards for the firm include “Most innovative use of social media” in IPRCCA 2016 by Exchange4media, “Best Viral Marketing Campaign” by Campaign India & “Best Content Marketing Strategy” in FOXXLOVE 2017 by Afaqs. He has been awarded and acknowledged for his leadership skills & strategic business decisions.

HUSSEIN M. DAJANI
General Manager - Digital Marketing
Nissan Motor Corporation

Hussein has over 17 years of solid Marketing Communication experience in the space leading and building integrated marketing practices within multinational agencies (JWT, Leo Burnett, and TBWAi) and client side (Fortune 500 companies - Virgin Mobile and Red Bull), across the Middle East and Africa region.

Hussein was among the first batch of WPP MENA employees to receive the renowned WPP Young High Potential Leaders award from Sir Martin Sorrell (Chairman and Worldwide President of WPP) and Bob Jeffrey (ex - Chairman and Worldwide President of JWT).

Recently, by nomination from the Global Chairman and Patron of the World Marketing Congress, Hussein has been featured in the 50 most influential digital marketing leaders listing for 2016. Further more, Hussein has been voted by the Huffington Post as among the 10 people changing the marcomm landscape in the MENA region, and in Gulf Marketing Review’s GMR’s list of 40 of the brightest marketing professionals under the age of 40 in the Middle East.

JAHID AHMED
Head - Digital Marketing
HDFC Bank

Jahid Ahmed is an astute Digital Marketing professional with over a decade of experience, covering the Digital spectrum and Data driven marketing, in the BFSI sector. He has been instrumental in institutionalising Digital Campaign and Transformation set ups across various BFSI organisations.

It started at ICICI direct.com, where he set up the Digital Acquisition, Social Media and Analytics platform, thus cementing their position as an Industry Leader. Testimony to the fact that ICICI Direct was the most searched term among the Investment portals and top 3 in the entire BFSI sector.

Jahid is currently heading Digital Marketing at HDFC Bank where he looks after its digital spread of Acquisition, Website innovation, Analytics, Social Media listening and Engagement. His key focus is establishing Innovative and seamless ways to acquire, engage and enhance customer experience from its digital properties.

"Digital marketing means constantly optimizing campaigns on the fly to provide the client with maximum efficiency."
SUSTAINABLE BRANDS

JITENDRA SINGH
Head - Digital Media
Emami Ltd.

Jitendra Singh brings with himself a work experience of over a decade in Digital Marketing. He has lead business and organisations transude and transform from traditional to foray into Digital ecosystem. Having a cross industry of experience from IT, Media, FMCG to name few.

He has delivered excellent outcomes in a fast paced work environment and is passionate about everything Digital.

He has governed and lead global digital marketing strategies and executed complex, enterprise-level projects in global B2B & B2C environments including all aspects of Digital marketing operations.

KAUSHIK CHAKRABORTY
Senior VP - Digital Marketing & Alternate Channel
UTI Mutual Fund

Kaushik Chakraborty is a versatile Sales and Marketing professional with over 20 years of extensive cross-functional experience in strategising digital road maps, driving online sales and customer service. In his current role he is working as the Head of Digital Marketing and Alternate Channels in UTI Mutual Funds, one of the top Asset Management Companies of India. His past organisations include Standard Chartered Bank and ICICI Bank where he has worked across Sales and Service roles. An out-of-the-box thinker with a flair for identifying & adopting emerging trends, he has gained a rich and varied experience across Consumer Banking, Asset Management and SME Banking spaces during his professional career. A passionate foodie and a hardened sport lover, his passion is to leverage all things digital to improve the customer experience.

KUNAL BURMAN
Head - Digital Marketing, Acquisitions
SBI Card


Currently leading the online sales mandate for the 2nd largest credit card issuer in India as Head-Digital Marketing (Acquisitions) at SBI Card. Achieved exponential growth in online sourcing over the last three years through optimum use of digital media, technology and business partnerships. Passionate about brands, technology, travelling, music and photography.

Social media isn’t a brand strategy. Social media is a channel. While it’s important for a brand to develop something to say, it’s more important to create something that will be heard.

- David Brier

Social media is the most disruptive form of communication mankind has seen since the last disruptive form of communications, email.

- Ryan Holmes

“Don’t let technology steal the art of storytelling from you; use technology to tell the story better.”

- Prahlad Kakkar
SUSTAINABLE BRANDS

MADHURI KRISHNAN
Director - Sales (North and East)
Truecaller

Madhuri is the Director – Sales at Truecaller. She is leading Sales for North and East at Truecaller with a focus on building the regions, monetization strategies and implementing new initiatives.

Madhuri has over 8+ years of experience in AdTech platforms and is a Digital marketing evangelist. She is passionate about exploring new technologies and platforms, developing solutions that help businesses achieve their objectives and building teams with a strong can-do attitude.

In her previous roles, she was part of LinkedIn’s Sales team contributing to growing their South India business. Prior to joining LinkedIn, Madhuri worked for Google for 3+ years where she focused on developing new business by evangelizing Digital for traditional brands. Her experience has spanned verticals like CPG, Retail, Tech and BFSI.

Madhuri is an NMIMS graduate with a specialization in Marketing and an engineer in the field of Telecom.

MALINI AGARWAL
Founder & Blogger-In-Chief
MissMalini Entertainment

Malini Agarwal a.k.a MissMalini is the Founder & Creative Director of MissMalini Entertainment, a leading new media network that creates highly engaging, multi-platform content geared towards India’s Internet Generation. Malini is India’s first and most famous celebrity blogger & social media personality, having pioneered Indian lifestyle blogging with MissMalini.com in 2008.

The website today reaches over 4 Million organic monthly visitors from over 200 countries, more than 80% of which are women, and has a social media following of over 7.5 Million. A regular speaker at CMO forums on digital brand building, she was ranked #1 on IMPACT's 50 Most Influential Women in Media, Marketing and Advertising 2017, and listed among business leaders to watch in Fortune India's 40 Under 40 List as well as GQ’s 50 Most Influential Young Indians List in 2017.

She was also recognized as one of the Top 10 Young Business Women of 2016 by CNBC-TV18 at the Young Turks Summit, and declared as the #1 Digital Influencer in the world on SERMO's Digital Influencer Index 2018.

MANVEER MALHI
Digital Head & Partner
iGenero

Manveer Singh Malhi is Chanakya of the Digital realm. In the short span of 10 years he has strategized and devised radical strategies that have not only helped 100+ iconic brands evolve rapidly, but revolutionised the virtual world altogether. He is the best of the both worlds. With one hand he wields the power of technology and with the other he spins a web of Kotlerian marketing.

A master of all, Jack of none he specialises in turnkey solutions for everything digital that deliver measurable and ever-increasing business results. His skillset maps the entire spectrum of the digital marketing life cycle starting from branding, strategy, planning, execution and education.

Singlehandedly, he has created brands by analysing consumer behaviour both online and offline, unearthing key consumer insights, audience profiling, converting touch points to conversation points and developing a digital marketing strategy which attracts consumers like a moth to a flame. Nowadays Manveer is busy in building digital and tech agency, iGenero.

He has joined as a partner and is at the helm of the digital marketing team.

The way you can understand all of the social media is as the creation of a new kind of public space.
MAY TAN  
Group Head - Marketing  
Tune Protect Insurance

May has over 20 years’ experience across multiple Commercial disciplines in Strategic Brand, Digital, Sales and Trade Marketing functions.

She possesses strong passion for excellence in Brand Building, Strategy Development and Strategic Management skills from various fast-paced MNC environment. She is with Tune Protect as Group Head of Marketing, where she is responsible for the Group's Brand & Digital marketing across all entities, focused on building Tune Protect as a leading digital insurance provider. Prior to this, she headed brand and commercial teams in Nestle, Dutch Lady, Carlsberg and F&N Coca-Cola in Malaysia.

She is a recipient of many internal and external awards for outstanding achievements in marketing.

MUHAMAD ZAID B. HASMAN  
Head - Digital  
Domino’s Pizza Malaysia & Singapore

Muhamad Zaid is the Head of Digital for Domino’s Pizza Malaysia & Singapore, responsible for driving Omni-channel marketing in the business with the goal of bringing the company to the next level. Being passionate and committed in the digital marketing space, he is also responsible for spearheading IoT projects and digital platform implementation to drive overall digital business.

Muhamad Zaid began his career with 14 years’ experience from various industries such as telecommunications, software developer, retail and boutique agency. His career has covered both the technical and business aspects of digital marketing. He was able to bridge the gap between the two and make the best use of the tools and technology available.

NEHA KULWAL  
Chief Executive Officer, Admitad India  
Admitad Media Pvt. Ltd.

Heading the post of CEO, admitad India Neha Kulwal contributed as a key founder member in setting up of Admitad India. Since then she contributed in upbringing name of Organization to greater heights. During the professional journey of 7.5 years, she was honored with many prestigious awards; 4th World Women Leadership Congress, Professional & Business Services Industry Award of the prestigious Asia Pacific Entrepreneurship Awards 2017 India.

Also, admitad has won an award for the online/digital start-up of India 2017 by entrepreneur India. Her motto “if you believe you can achieve”, firms her believe that this is the only gem in yourself and in your team, that pushes you high in the competitive industry and if you do not believe in any of two, you hardly can achieve anything. Neha’s vision of “Bring the change” distinguishes her from the industry and how she is transforming the digital world with affiliate marketing. Her moves in strategic planning and decision making are well reflected in the exclusive clients’ base and the revenue generated in admitad India.

“Social Media is More About Sociology and Psychology, Than It Is About Technology” - Anonymous

Social media creates communities, not markets.

- Don Schultz

The use of social media can be a legal landmine for human resource departments under federal legislation prohibiting income-based employee discrimination.

- Kaynessha Morris
NIDHI HOLA  
Sr. Director - Marketing  
GoDaddy

At GoDaddy, I am responsible for growing the customer base and driving overall business growth in India. I lead development of go-to-market strategies to build GoDaddy as the largest platform for SMBs and entrepreneurs to get online and grow their business. My core responsibilities include brand positioning, delivering performance-driven B2B and B2C integrated campaigns and testing new growth strategies for the business. With over 17 years of experience in strategy and marketing, I bring on board a combination of analytical and creative experience in a variety of disciplines. My expertise lies in defining market entry strategies in the Asia region, brand building, product positioning, category creation and driving efficiencies across planning and execution. I am often described as hands-on, passionate and solution oriented. These attributes helped drive exceptional brand awareness and business results, contributing to market leadership for GoDaddy in Indian domain and hosting industry in just 4 years. My perfect day (which is everyday) entails advising and collaborating with extended internal and external teams and listening to our customers’ stories of determination.

NINAD CHHAYA  
COO – WITS Interactive  
Co-Founder and COO - GoPhygal

An entrepreneur and an avid gamer at heart, Ninad has over 20 years of experience in gaming and the interactive media space. He is currently the COO of WITS Interactive, a DesignTech agency, and is also the Co-Founder of GoPhygal, a Virtual Reality (VR), Augmented Reality (AR) & Artificial Intelligence (AI) focused venture.

Prior to WITS Interactive, Ninad held leadership roles at premium mobile apps and game development companies like Robosoft Technologies, Reliance Games, and Indiagames where he was instrumental towards their growth. Over the past few years, Ninad has worked closely with leading media companies like Viacom18, Saregama, Hungama etc. to help them create some of their leading apps. Ninad’s foray into gaming began when he co-founded Indiagames Ltd. (now a part of Walt Disney (India) Pvt. Ltd.) and played a key role in building the organisation to become a leading global mobile game publisher in its early days. Ninad has several award winning games to his credit, and is also a professional advisor to businesses across various industries, in helping them formulate their Phygal strategies.

PALLAVI CHOPRA  
Senior Brand Director – Marketing Head  
redBus

Pallavi has 16 years of leadership experience in the field of marketing and branding in India and across Asia. During this time, she has worked for several eminent brands like ING, Samsung and Nike in areas such as Brand Marketing, Strategy, Communication, Digital Marketing, Ecommerce, Product Development, Demand Generation etc. She currently heads Marketing for the world’s largest bus ticketing platform redBus. In her 2.5 years at redBus, the brand has gone from strength to strength - growing the brand’s business & user base by 2% half times, launching the brand into new product categories like Hotels & Pilgrimages and entering new markets like Singapore, Malaysia & Indonesia.

Before joining redBus, she co-founded chiefofstaff.com LLC, a CEO productivity platform. Prior to that she headed digital marketing strategy at Starcom MediaVest Group responsible for clients across Asia. She spent half a decade at the ING Group in Hong Kong and India. As the Regional Manager for E-Business ING Asia Pacific based in Hong Kong, she spearheaded ING’s E-Business and interactive marketing activities for 12 countries in the region.
PANKAJ SINGH PARIHAR  
VP & Head - Digital Marketing & Transformation  
Godrej Consumer Products Ltd. / Godrej Group

Pankaj Singh Parihar, is in the Marketing communication field, for over 16 years, with 12 years in Digital Marketing. He is a multi award winner true-blue digital native and has been recognised multiple times for the work done in Digital fields. Pankaj, heads digital center of excellence & digital transformation at GCPL & Godrej Group. Pankaj leads complete Digital marketing & transformation lifecycle for various brands at GCPL & Godrej group. Before joining Godrej Group, Pankaj was VP and Business head – at OmnicomMediaGroup India, and was also business lead for Unilever India digital business & other key clients. In the past, he has worked with marketing communications giants like Ogilvy & Mather, Quasar (WPP Digital), Times of India Group. Pankaj, also contributes to various industry bodies in India - IAMAI, MMA, Adtech, et cetera through active participation & bringing in thought leadership. He’s been a judge and jury at various domestic and international award functions, and has been speaking on Digital Marketing & Transformation at various large industry events. He also teaches digital marketing at various top B schools like SP Jain, Symbiosis et cetera.

PRABHAKAR TIWARI  
Founder & CEO  
The MargDarshak Inc.

Prabhakar Tiwari (PT) leads his entrepreneurial full-service business solutions startup The MargDarshak Inc having clients like Patanjali, CEAT, Crumrit and many more.

Earlier PT was the CMO with PayU Payments Limited. Prior to this, he worked as GM – Marketing for CEAT Ltd. CEAT campaigns have won many awards including Effies, Emvies, Abby’s under his leadership. He started his sales and marketing career with classical FMCG setup of Marico Ltd. Post Marico stint, he launched blockbuster brands of Danone dairy, in India as their Head Marketing for the startup. PT is an active member of many CMO Peer Group Forums.

PUNIT MODHGIL  
Chief Marketing Officer  
ValueFirst Digital Media Pvt. Ltd.

Punit Modhgil is deeply passionate about India, Internet and Inclusion. He is the Chief Marketing Officer at ValueFirst Digital and also the founding editor of India Marketing Review, a video blog featuring conversations with the India CMO community. He also serves on the executive board of DMA Asia and was awarded the prestigious DMAi Knight recognition in 2015 for his contribution to the marketing fraternity in the region. In 2017, he was recognized as one of the Top 25 Ecommerce Professionals in India by Asia Retail Congress.

Punit has two decades of experience spanning mature markets and emerging ones. He has been an entrepreneur 3 times over (one success and one in progress) and also has held a number of senior positions in product management, sales and marketing with some of the world’s leading technology brands like Microsoft Corporation, Oracle Corporation, Siebel Systems, NIIT etc. At Microsoft, he led marketing for India’s largest software license business with annual revenues exceeding USD 500 million. He has led marketing outsourcing projects on both sides of the table.

“Social media creates communities, not markets.”

- Don Schultz
SUSTAINABLE BRANDS

RAHUL BALLYAN
EVP, Head - Digital Initiatives
Radio Mirchi, ENIL

Rahul Ballyan leads digital initiatives for Radio Mirchi. He is an MBA from IIM Calcutta, and has 18 years of experience across Digital, Media, and FMCG. He currently leads the digital transformation of ENIL (Radio Mirchi), which now has a monthly digital footprint of 50Mn users, and has won awards and recognitions for many digital innovations. Radio Mirchi operates the most popular web radio in India in partnership with Gaana, its YouTube channel is in the top 100 channels already, and it’s rapidly expanding digital business is helping brands engage with their consumers across digital platforms.

Rahul is a technology enthusiast, an amateur photographer, an avid blogger (www.rahulballyan.com), a Japanophile and a runner.

RAHUL RAMCHANDANI
Programmatic Evangelist
Google

In his last two and a half years at Google, Rahul has been working closely with some of India’s top advertisers in helping them break down the silos in Marketing and achieve a unified view of their customer, across marketing channels and devices. By enabling personalization at scale, he endeavors to make advertising useful for the consumer and not something considered intrusive. His objective is to make programmatic more strategic to the core of a business and not just a tactical media buy.

As the Head of Digital Marketing in his previous role at Bharti Airtel, he played an instrumental role in building India’s second largest ecommerce almost from scratch. Armed with this knowledge of what really works, he now helps other advertisers surpass their goals and expect much more from Digital.

Rahul has been featured on CNN Money and Fortune magazine for one of the “6 ideas for changing the world”.

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RAHUL SIHMAR
Chief Operating Officer
Dynasty Digital Network

My Name is Rahul Sihmar Just 22-Year-Old and I’m Also a 2 Time Dropout From Aeronautical Engg. & From Graduation because I want to Pursue my Passion that was In Digital Marketing

I’m Co-founder & COO [Chief Operating Officer] Of A Marketing Agency Which is Based in Australia, Canada & India

We help local business with lead generation through “Facebook Advert” & “SEO”. I Personally Also Consult India’s #1 Companies To Increase Their Brand Presence On Social Media

I’m Also a 2 Time Dropout From Aeronautical Engg. & From Graduation because I want to Pursue my Passion that was In Digital Marketing

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SOCIAL MEDIA IS ONE AREA OF BUSINESS WHERE YOU DON’T NEED TO OUTSPEND YOUR COMPETITORS IN ORDER TO BEAT THEM.

"THE POWER OF SOCIAL MEDIA IS THAT IT FORCES NECESSARY CHANGE."

Erik Qualman

The goal of social media is to turn customers into a volunteer marketing army.

~ Jay Baer ~
SUSTAINABLE BRANDS

RAHUL WADHAWAN
National Digital Marketing Head
Perod Ricard

Business leader with over a decade of experience in digital marketing, online sales and profit center operations in FMCG, Liquor and Information Technology organizations. Have a successful track record of winning at diverse roles. Served brands like Perod Ricard, Coca-Cola, SAP, HCL with strong domain experience in Digital Strategy and Direct to Customer Business.

RAJNISH KHARE
Head Digital Transformation, Social Media & New Business and Mobility Banking
HDFC Bank Ltd.

“Rajnish is a senior Banking Professional, having 20 years of experience with HDFC Bank, Citibank, Standard Chartered, Reliance Retail and ICICI Bank. He is currently, Head Digital Transformation, Social Business & New Media and Mobility Banking and is responsible for Digital, Social & Mobility Strategy for HDFC bank and inculcating Innovation as a culture & using innovation as a strategic differentiator to gain leadership position in chosen markets. Earlier, he was Chief Innovation Officer for Citibank and prior to that Head - Remote Banking, Digital Payments & Business Innovations, at Standard Chartered Bank, a leading UK based Bank with strong presence in Asia.

He specializes in Digital, Mobile, Social Strategy Formulations and Execution and has a versatile domain knowledge in BFSI sector encompassing almost areas except treasury operations.

He has extensive depth in Digital, Social, Mobile, Self Service Industry, Digital Payments, Business Innovations, Technology Space, Outsourcing Models, IT Networks set up & management and Procurement/Vendor Management.

RANJIT BEHERA
Head - Digital Marketing
Abof.com

Digital Marketing Product Management. Specializing in paid and organic search space. Other specialization areas - Analytics, Social Media, product/project management, sales and marketing development and support

Digital Account Management for Fortune 500 companies
Specialties: Account Management, Analytics and Dash boarding (Excel, Omniture, Google Analytics, Marin, Kensho), Campaign Management, SEO

Worked on Wealth Management platforms in the US market.
Worked on outsourcing of activities in the Wealth Management space
Worked on Emission trading market.

Specialties: Analysis, Consultancy, Insurance and Banking, Capital Market tracking, Financial Regulation, Commodities market analysis

NO! YOU DON'T HAVE TO CREATE YOUR PRESENCE ON ALL POSSIBLE SOCIAL NETWORKING SITES. CHOOSE WHAT MATTERS TO YOUR BUSINESS & YOUR CUSTOMERS.

#MarketingMantra www.sociylyn.com

SOCIAL MEDIA ISN'T ABOUT CREATING A GREAT BRAND. IT'S ABOUT ACTING AS IF YOU ALREADY HAVE ONE.
SACHIN UPPAL
Chief Marketing Officer
Play Games 24x7 Pvt. Ltd.

Sachin Uppal is the Chief Marketing Officer at Play Games 24x7 Pvt. Ltd., the largest online and mobile games in India. Play Games 24x7 is uniquely the only Tiger Global funded highly profitable company in B2C domain. He has been associated with the company since its early days and is responsible for driving the company’s business growth, marketing, and communications strategy. He heads all marketing initiatives at Play Games 24x7’s - RummyCircle and Ultimate Games.

He joined the company in 2008, and he has been driving the consumer and market innovation portfolio & serves as the organization’s consumer insights knowledge manager. Sachin has delivered business critical goals that have contributed to securing multiple angel and institutional investments and driven profitability for the company at a very early stage. He combines a keen ability to understand the customer decision making process with a passion for generalized technology solutions to solve marketing needs. This unique skill of Sachin has led to the creation of several “marketing products” at Play Games 24x7, the most successful being the viral friend referral system.

SAHIL DESWAL
Head - Growth & Marketing (TOI)
Times Internet

With experience of almost a decade, Sahil heads the growth, marketing & analytics for the Times of India Digital (part of Times Internet Group) where he is responsible for the growth of 20+ businesses with core focus on product & mobile marketing.

He is ex-bigbasket & ex-mydata where he led the digital, mobile, product marketing & partnerships efforts across web, m-web & mobile app properties. A truly mobile first marketing professional and entrepreneur, Sahil is one of the rare blends of full stack marketing and analytics competencies having worked across brands and agencies.

SAUMITRA PANT
Head - Digital Marketing
Lava International Ltd.

A thought leader in the Digital Marketing Space with over 8 years of experience in moving key performance metrics (sales, revenue, EBITDA) through focused initiatives. Formulated and executed multiple revenue turnaround initiatives through Integrated and Omnichannel campaigns. Demonstrated success in building and developing large teams to deliver on set objectives and achieve shared success.

“Social media and technology are not agents of change. They are just tools. We, the connected people, are the agents of change.”

- Stuart J Ellman
President, 92Y

THINK OF SOCIAL MEDIA AS A VALUE EXCHANGE; PEOPLE WILL NEVER FOLLOW YOU UNLESS THEY’RE GETTING SOMETHING OF VALUE IN RETURN

- Stevie Dillon
WWW.INNETWORKPLUS.COM
SUSTAINABLE BRANDS

SHAHANA SEN MISHRA
Head - Marketing
Tata Teleservices Limited - Enterprise Business

Having grown up across various parts of the country, a greater part of Shahana’s learning is attributed to travelling, schooling and growing up amongst people with varied backgrounds.

With a cumulative work experience of 17 years, across B2B & B2C segments, Shahana has handled multiple facets of marketing such as Brand Strategy, Communication, Inside sales, Usage & Retention, Product Marketing, Consumer Insights & Digital Marketing. She has been instrumental in introducing & growing digital practices in her current role as Marketing Head of the Tata Docomo Business Services. In the cut throat environment of the telecom industry, mired with all its challenges, Shahana has played a pivotal role in establishing the industry recognized ‘Do Big’ thought leadership platform for Tata Docomo across traditional & digital channels.

With multiple degrees & an alumni from IIM Kolkata (executive MBA), Shahana has been recipient of multiple awards & recognitions, the latest being the National Marketing Excellence in B2B Marketing Communications from CMO Asia.

SHONEL THAKKER
Chief Executive Officer
Digitaly Digital LLP

After having completed my MBA in media & entertainment and having worked within the media industry with organisations like 20th Century Fox, Disney UTV Excel Home Entertainment, Harlequin, Sony DADC etc I discovered that my love and curiosity for digital media is ever increasing and noticing the trends has just become a way of life for me. Apart from managing social profiles of the organisations, I also have been invited as a guest blogger for several online portals like Beta 21, Digital Love etc and has covered a diverse set of topics relating to social media and big data.

SHWETA SRIVASTAVA
Head - Digital
Philips India

Shweta is an Integrated Marketer and Digital is her forte. She has been the pioneer in digital industry and started her digital career in 1999. Her more than 17 years of corporate journey has an interesting mix of Fortune100, Media, IT and Dotcom companies both in B2C and B2B environment. She has evolved into an integrated marketer with amalgamated experience of traditional and digital medium with multi-screens, Omni-channels and customer touch points. At present she is heading Digital for Philips India subcontinent. Prior to that she was leading media investment for ‘Make in India’ initiative in international and domestic markets. She has also worked with companies like, E.I. DuPont, Hindustan Times, Getit Infoservices, GroupM Media, Indiamart etc. She was also a visiting faculty at Wigan & Leigh College for Digital Marketing. She has won various Industry awards for her work in Digital including CMO Asia leadership excellence award in Asia for ‘Women Super achiever in Digital & Social’, BBC Knowledge Women Leadership in Industry Award 2017, Most influential digital media professional and Best digital marketing professional Mobby’s award, Paul Writer Adobe Brand custodian Content100 and Digi100 2017.

In the digital age, content lends both brain and muscle to our electronics business.
SOURAV SHAH
Head – Digital Marketing & CRM
Jubilant FoodWorks Ltd.
(Domino’s Pizza India)

Sourav Shah has over 12+ years of experience in the digital domain, spanning industries such as banking, insurance, NBFC and QSR.

His most significant role was with AEGON Life Insurance where he set up the Digital business for AEGON Life in India in 2010.

AEGON Life won the E-Business Leader award 4 times in a row from 2013 to 2016.

He currently heads Digital marketing for Domino’s Pizza India.

He has won the LinkedIn Power profile award in 2016 in Marketing and Advertising.

He also won recognition as India’s Top 100 Content and Brand custodian in 2017 by Adobe and Paul Writer.

SOWMYA IYER
Founder & Chief Executive Officer
DVIQ Digital Pvt. Ltd.

Sowmya’s connection with digital media started way back in the year 2002 at the age of 17 when she ran a youth portal called www.15to25.com

She then expanded her profile to be an instructional designer and created digital educational content for corporates. Thereafter she worked in various profiles for the communication industry including content creation for television, production, media research and advertising.

In the year 2007, she started Xebec Digital. Initially as division of a full service mainline advertising agency — XO, soon became an independent fast growing digital marketing company.

As the organization grew into one of the largest independent digital marketing agencies — Sowmya bought over 100% of the company from her partners and rebranded the company as DVIQ Digital.

Today, DVIQ serves six markets in three countries—Mumbai, Delhi, Bangalore, Pune, Dubai and Africa with over 130 digital media experts across offices in areas of digital content creation, digital videos, creative, mobile marketing, technology and media.

SRIKRISHNA SWAMINATHAN
General Manager/Head - Global Third Party Supply and Demand (Weidog)
InMobi

Srikrishna has 10 years of experience across mobile marketing/monetization, investment banking and consumer goods. He currently heads global third party partnerships at InMobi which is India’s first profitable internet unicorn.

He has worked with clients in 50+ global markets delivering campaigns for brand, performance and commerce clients.

“Marketing takes a day to learn. Unfortunately it takes a lifetime to master.”
—Phil Kotter

IN THE SOCIAL AGE, KNOWLEDGE IS ONLY POWERFUL IF YOU SHARE WHAT YOU KNOW.
—CHARLIE H. ROBINSON
SUSTAINABLE BRANDS

SUNIL DAVID
Regional Director - IOT
AT&T Global Network Services
India Pvt. Ltd.

Sunil David has 23 years of experience in the IT and Telecom industry. Sunil is currently the Regional Director (IOT) for AT&T India based in Chennai. Sunil is responsible for building and executing the IOT strategy for the India and the ASEAN regions, working on building a partner ecosystem for AT&T in the area of IOT devices, platforms and applications and on working on a number of marketing initiatives to help build the AT&T brand in the IOT space.

Apart from his responsibilities with AT&T, Sunil is part of the FICCI TN Tech Panel that is working towards evangelizing the use of Digital technologies within multiple industry verticals within TN. Sunil is also part of the CII IOT Manufacturing panel working on initiatives around trying to get manufacturing companies in TN to be Industry 4.0 compliant. Sunil has been recently inducted into the IET IOT India panel, Telecom Working Group whose charter is multifold - to work with Academia to promote IOT and have curriculum that covers IOT, liaise with Govt bodies to create IOT awareness and support in policy creation, gather and mentor startups in the IOT space and participate in local conferences where relevance of IOT can be presented and awareness created.

UMA TALREJA
Chief Digital Officer
Raymond Ltd

Uma is the key architect for the digital roadmap for Raymond Ltd, a 91 year old legacy brand that has created the men’s clothing market with its fine fabrics proposition. With 20 years of experience in marketing especially in the formative years of the retail industry in India, she has been a part of strategic teams at leading Indian retailers like Shoppers Stop, Aditya Birla Retail, Tata-Trent (Westside department stores) and also launched Burger King in India before joining Raymond. Her passion for customer centricity and creating retail experiences for consumers and strong alignment to data driven marketing helps her lead Raymond’s efforts on strategy for consumers including the Ecommerce business, Omni Channel Strategy, technology and roll out, CRM and integrated customer analytics. She has led the launch of a unified customer loyalty program at Raymond cutting across brands at Raymond, which contributes close to 70% of revenue with more that 4.5 million consumers. The company has won more than 20 awards for digital marketing and data driven marketing in a short span of under a year.

UNNIKRISHNAN MENON
Associate Director - Marketing
PayU Payments Pvt. Ltd.

Unnikrishnan is a young and dynamic marketing leader with experience across sectors like Digital Payments, E-commerce and Management Education. He currently heads the consumer marketing team at PayU Payments (Naspers Group), one of the largest digital payments companies in India. His passion for brand marketing and a deep-rooted understanding of the payments industry helped him re-launch and lead brand Citrus, which won the “No.1 Emerging Brand” award in 2016. At PayU, he spearheaded the launch of brand LazyPay, an innovative product focused on deferred payments. The launch campaign of LazyPay was a huge success which grabbed the attention of audience and media alike with 80+ publications and channels covering the brand’s innovative advertising tactics. Within just 3 months of launch the brand has grown more than 3x and is well on its way to become the category leader.

When he is not busy being a marketer, Unnikrishnan devotes his time to teaching and has been a visiting faculty at NMIMS, Mumbai. He holds an MBA in Marketing and a degree in Economics.
SUSTAINABLE BRANDS

VIKAS MEHTA
Chief Executive Officer
Point Nine Lintas

Vikas has worked with the global MullenLowe Group since 2006 in various leadership roles.

At the age of 31, he was named Managing Director – Lowe Viet Nam, making him the youngest country head in the global network.

In 2011, he was named Regional Growth Officer for Lowe Asia-Pacific, where he managed businesses | agencies working across 15 countries.

He moved to India in 2013 to head marketing for MullenLowe Lintas Group as the first CMO in Indian advertising.

In 2017, he was named CEO, PointNine Lintas – an independent full-service agency that offers advertising (on and offline), digital marketing & transformation, activation, experiential & shopper marketing, social media, PR and reputation-management - all under one roof.

Vikas believes in ‘omni-channel’ approach to building brands (vs. multi-channel) where delightful user experiences are built seamlessly around user-journeys.

VIVEK BATRA
Chief Digital Officer
TravelTill.com

Vivek is an Internet Business Strategist and an accomplished Business Leader with over 19 Years of experience in successfully building, promoting, and monetising various Online Brands across multiple domains that include B2C, B2B, E-commerce, Local Search, FinTech, Travel, Mobile and Social Media platforms. Vivek has rich and diversified experience involving Strategic Planning, Business Ownership, Digital/Online Marketing, Product Management, Online Sales & Monetisation, Sales & Business Development, Social Media Marketing, Mobile Marketing, Online Reputation Management, Online PR & Branding, and Partnerships & Alliances with leading Indian and Global Internet, IT, and Consumer Brands.

Vivek is a Global Digital evangelist, Angel Investor, Advisor and Mentor with a proven track record of building and growing various Online & Mobile businesses from scratch, and many of his initiatives have resulted in outstanding business outcomes for various Brands. He has got various recognitions and awards for the contributions & achievements in the Digital space in India & globally and is regularly invited to advise on Digital transformation & innovation with organizations around the globe.

VIVEK KHANDELWAL
Founder
Datability Solutions Inc

Vivek started his journey as an entrepreneur in 2009. After spending 8 years in AdTech and EdTech, Vivek is now focused on building marketing automation solution, 1zoto. His time is now split between selling 1zoto, cycling and reading on his Kindle.

He is a IIT Bombay graduate with a degree in Chemistry. Apart from being on sales calls, he also obsesses about marketing, Adtech and public policy and has been trying to tie them together ever since.

SOCIAL MEDIA is the 1st COMMUNICATIONS CHANNEL that allows for listening on a large scale NO MATTER WHAT YOU SELL OR MARKET, your customers ARE DEFINITELY TALKING

— Steve Garfield