

PRANAMITA MUKHERJEE

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Date of birth: 31st August, 1978

Career overview:: A business strategist and consultant blessed to have experience in both industry and academics for 18 years.

- Academics/Teaching experience:

Presently working as Visiting Faculty for Full time and Executive/Part-time MBA Programs in various B-Schools in Mumbai (MMS, MMM Postgraduate programs)

- Subjects comfortable to teach: Strategic management, Marketing strategy, Advertising strategy, Brand management, Economics.

- Industry/Corporate experience:

Worked In diverse roles within Strategy & Planning team (onsite as well as offsite) dealing with C-Suite executives (responsibilities handled - Management consulting, Business strategy, Business research, Go-To-Market strategy, Account management, Account development, Account based business ABM, Pre-sales, Sales enablement, Marketing & Communications)

Total years of professional experience:: 18 years (In Industry: 15 years ; In Academics: 3 years)

Professional experience in detail

Academic Experience:: 3 years

Academics	Program	Responsibility	Tenure
Jamnalal Bajaj Institute of Management Studies, Mumbai	MMM (Master of Marketing Management)	As Visiting Faculty I am conducting lectures, developing teaching pedagogy, engaging in student counselling, in-charge of internal Assessment, setting semester end question paper and responsible for evaluation of answer script. Subject: Media Advertising & Planning 6th Semester for MMM batch	From 2019 to till date
Fr. C. Rodrigues Institute of Management Studies. Fr Agnells' Business School, Navi Mumbai	MMS (Master of Management Studies)	As Visiting Faculty I am conducting lectures, developing teaching pedagogy, engaging in student counselling, in-charge of internal Assessment, setting semester end question paper and responsible for evaluation of answer script. Also involved in curricula preparation for NBA accreditation. Subject: Marketing strategy 3rd Semester for MMS batch	From 2019 to till date

Industry Experience:: 15 years

Organisation	Role	Responsibility	Tenure
Capgemini	Global CEO Office - Senior Consultant	<ul style="list-style-type: none"> • Program Management - Pre sales and Sales enablement • Consulting & Advisory support for priority accounts • Periodic Business review • Business research • Account based marketing (ABM) • Bid management • Event management 	2013 to 2017
Deloitte	US - India Global Marketing office - Senior Analyst	<ul style="list-style-type: none"> • Business strategy • Consulting & Advisory • Account management • Business Research 	2012 to 2012
Scope eKnowledge	Business Leader - Research and Consulting	<ul style="list-style-type: none"> • Business strategy • Consulting & Advisory • Account management • Business Research • Bid support 	2011 to 2011
Shell	Global contracting & Procurement office - Specialist	<ul style="list-style-type: none"> • Consulting & Advisory • Account management • Bid support 	2009 to 2011
Hewlett Packard	Global Analytics office - Marketing Analyst	<ul style="list-style-type: none"> • Consulting & Advisory • Business research 	2006 to 2009
Octagon	CEO Office - Market Research & Intelligence Executive	<ul style="list-style-type: none"> • Business research • Business development 	2004 to 2006
Dalal Street Investment Journal	CEO Office - Advertisement Executive	<ul style="list-style-type: none"> • Space marketing • Business development 	2004 to 2004
Net Vision Cybertech	Group Business development office - Market Research Executive	<ul style="list-style-type: none"> • Business research • Business development 	2003 to 2004

Scholastic::

Course	Educational institute	Specialisation	Tenure
MBA (Master of Business Administration)	Vellore Institute of Technology, Vellore (VIT University)	Marketing	2001 - 2003 2 years full time program On-campus residential
Executive Programme in Global Economics for Managers	Indian Institute of Management, Calcutta (IIM Calcutta)	Global Economics	2011 - 2012 1 year Executive program
Master of Science (M.Sc)	University of Calcutta	Economics	2000 - 2001 After 1 year, I went to pursue full time MBA program
Bachelor of Science (B.Sc Honours)	University of Calcutta	Economics	1997 - 2000 3 years full time Honours program On-campus residential

Certifications::

- Attended AICTE FDP Program on Strategic Management (15th Nov to 19th Nov, 2021)
- Oil and Gas vertical – value chain & supply chain from IFP School, France in collaboration with Big Oil major TOTAL S.A.
- Technology aspect in Oil Exploration & Production offered by Schlumberger
- Entrepreneurial Development Program offered by Vellore Institute of Technology, VIT University, Vellore

Linkedin profile link: <https://www.linkedin.com/in/pranamita1mukherjee/>

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