

Vikram Anand

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I am a highly experienced digital marketing professional with 28 years in CPG & financial services at large multinationals. I've demonstrated deep expertise in using my digital marketing skills to build and nurture global brands and yield stellar results for all stakeholders.

"Vikram is probably the best person I have met in the digital marketing space. His understanding of strategy, of how a portfolio of brands fits that strategy and finally how one could leverage the digital space to execute the plans around the brands were always very sophisticated." ~ S. Viraraghavan, Immediate Supervisor at Cargill Ltd.

SKILLS

Marketing strategy, Brand management, Advertising development, New product launches, Digital marketing, Direct marketing, Entrepreneurship, Facebook advertising, Google Analytics and Sales funnel development.

EXPERIENCE

BUZZMATTIC VENTURES

NEW DELHI, INDIA

Founder & CEO

Apr 2014 to Date

- Consulted with a spectrum of companies in India, Singapore and the US for go-to-market strategy, brand building, digital marketing and sales mentorship:
 - Client A: Improved sales productivity by introducing 3 processes - 3x3x3, Your Soccer Team and Market Scan.
 - Client B: Launched their digital marketing initiatives to build online cohorts.
 - Client C: Developed their go-to-market online strategy for APAC region which helped them acquire the X and Y accounts.
 - Client D: Executed a 360 degree re-branding exercise to relaunch the corporate brand.

CARGILL INDIA LTD.

NEW DELHI, INDIA

Marketing Head

Aug 2010 to Mar 2014

- Increased top of mind recall by X% and spontaneous recall by X% with new marketing strategies.
- Achieved X% incremental market share in a highly competitive market, with X product relaunches and X new product introductions.

AKZONOBEL LTD.**NEW DELHI, INDIA**

General Manager – Marketing

Oct 2007 to Aug 2009

- Improved market share by X% by relaunching the portfolio of X brands based on psychographic consumer segmentation.
- Developed a robust pipeline of new products for decorative and functional paint categories.

MAX NEW YORK LIFE INSURANCE LTD.**NEW DELHI, INDIA**

VP - Marketing

Jun 2002 to Sept 2007

- Launched the corporate brand to make it the Xth most recognized life insurer in the country.
- Developed digital marketing programs for customer acquisition, upsell & cross-sell, customer retention, content marketing, and agent direct marketing.

I have also worked at Nokia, Unilever, Johnson & Johnson and Lowe Lintas between 1992 and 2002.

EDUCATION

MBA – MARKETING**MUMBAI, INDIA**

Jamnalal Bajaj Institute of Management Studies

Sept 1990 to Mar 1992

ADDITIONAL INFORMATION

- Taught digital marketing in 2017 as a guest faculty at IIM (Ahmedabad), acknowledged as a top 100 global business school by the Economist.
 - Awarded the title of being in the top "100 Most Influential Marketing Technology Leaders" by the World Marketing Congress in Mumbai, India 2016.
 - Partnered with the Government of India's "National Career Service" for under-privileged youth as a volunteer in 2016 by providing video-based content for their career website in 2016.
 - Co-authored a research paper with the GlaxoSmithKline Chaired Professor of Corporate Innovation - Prof. Amitava Chattopadhyay at INSEAD, Singapore in 2013.
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