

VIKRAM ANAND

"Vikram is an innovative marketer who understands the dynamics of competitive strategy and possesses a deep understanding of media and the power of the internet to leverage brands. His integrity is unquestioned."

Rajiv Jain, Executive Chairman
Performance Capital Partners

"Vikram is a fantastic partner - brand driven, ambitious for the business, calm under pressure and always worrying about what is the best thing to do. I would work with him again anytime."

David Dahan, CEO WPP@Unilever
Singapore

"What fascinates me about Vikram's work is his approach; he applies a lot science into his work. His insights on consumers, their segmentation, and behavioral patterns are enviable."

Ishteyaque Amjad, Director Corporate
Affairs, Coca-Cola India

"Vikram's ability to apply diverse concepts and clear thinking in a changing environment led to several successful campaigns and positioning exercises for Nokia."

R Arun Kumar, EVP, Global Head
Hexaware Technologies, United States

"In my association with Vikram, I looked at him with awe and admiration! Managing a portfolio that competed with commodities, and did not really have a differentiated edge over competitive brands was never going to be easy. In spite of all this, Vikram innovated and moved ahead in his assignment with surety."

Aseem Soni, CEO & Board Member,
Modern Food Enterprises

Co-author of research papers on
consumer segmentation at INSEAD
Singapore

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Entrepreneur & Strategy Guide, Gurgaon, May 2014 till date

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Cargill Foods India, Marketing Head, Gurgaon, 2010 – 2014 (4 years)

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ICI Paints (Akzo Nobel India), Marketing Head, Gurgaon, 2007 – 2009 (2 years)

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Max Life Insurance, VP – Marketing, Gurgaon, 2002 – 2007 (5 years)

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Nokia India, Marketing Manager, Gurgaon, 1997 – 2002 (5 years)

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Unilever, Business Manager, Mumbai, 1996-1997 (1 year)

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Johnson & Johnson, Brand Manager, Mumbai, 1994 – 1996 (2 years)

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Lowe Lintas, Client Servicing Exec, Mumbai, 1992 – 1994 (2 years)

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MBA (Marketing), Jamnalal Bajaj, Mumbai University, India, 1992

BA (Honours) in Economics, Hindu College, Delhi University, India, 1990