



PIYUSH KULKARNI

Dynamic IIM alumnus with over a decade of strategic marketing expertise and driving business growth.



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Personal Profile

“Result-oriented professional with over 11 years’ experience & skills at analyzing, scrutinizing, evaluating products and services and recommending changes that deliver long-term growth”, targeting opportunities in **Marketing Communication & Brand Management** with an organization of high repute for mutual growth and success.

Core Competencies

- 360 Degree Marketing Campaign
- Brand Portfolio Management
- ATL, BTL campaign & Media Management
- New product development & Innovation
- Business Growth & Expansion
- Competitive Analysis & Alliances
- Budgeting, Cost Optimization & ROI
- Channel | Trade & Digital Marketing
- Industry Interface and Relationships
- Market Research
- PR & Communications
- Team Management & Leadership

Associated Brands



Executive Summary

- Accomplished professional holding **Marketing and Branding Executive Programme** from **IIM Indore** with extensive experience in implementing a variety of marketing strategies in the Automotive, Safety & FMCG industry, excelling in Marketing Communication, ATL, BTL campaigns and Brand Management.
- Currently leading the development and execution of **marketing strategies at Endurance Technologies Limited**, with a specific emphasis on the **automotive components** and **OEM market segment**.
- Acknowledged for **achieving a substantial 30% increase in sales growth** through the **implementation of innovative BTL activities (50D-4C)** and the creation of **new business opportunities** at **Mahindra & Mahindra**.
- Spearheaded **groundbreaking marketing strategies** at **Ansell - India**, resulting in a **significant increase in market share**.
- Proficient in conducting **thorough market research**, **optimizing campaigns**, and **orchestrating successful new product launches** to align with the preferences of the target audience.
- Showcased proficiency in the **realm of digital marketing**, encompassing tasks such as **managing websites**, **devising social media strategies**, and spearheading **e-commerce ventures**.
- Possessing **extensive knowledge in media management**, **channel & distribution strategies**, and utilizing **analytical skills** to plan and execute **campaigns effectively**.
- Excelling in **managing stakeholders and agencies**, **emphasizing effective marketing communication** and **driving lead generation initiatives**.

Work Experience

Marketing Manager | Endurance Technologies Limited

Since Nov'23

Key Result Areas:

- Marketing Mix Management:** Strategically manage the marketing mix to align with target group preferences, developing and executing calendar plans for various campaigns to maximize market reach and engagement.
- BTL Campaign Execution:** Lead the planning and execution of Below-The-Line (BTL) campaigns, including exhibitions, events, roadshows, print media, channel and trade marketing, collaterals, customer-centric activities, and shop branding to enhance brand visibility and customer engagement.
- Market Research and Strategy Development:** Conduct in-depth market research, analyze market trends, and collaborate with R&D, sales, regulatory teams, and external agencies to develop and implement growth strategies.
- Customer Loyalty Program Management:** Manage customer loyalty programs, ensuring high levels of customer satisfaction and retention through targeted initiatives and personalized marketing efforts.
- E-Catalog and Packaging Management:** Oversee the creation and distribution of e-catalogs, and coordinate packaging and sourcing activities for new product launches, ensuring timely and successful market entry.
- Stakeholder Collaboration:** Work closely with internal and external stakeholders, including regulatory bodies, to ensure compliance and alignment of marketing strategies with business objectives.
- Campaign Performance Monitoring:** Monitor and evaluate the performance of marketing campaigns, providing insights and recommendations for continuous improvement and optimization of marketing efforts.

Education

IIM Indore, Marketing & Branding Executive Programme in 2023

Digital Marketing, from Staenz Academy in 2019

MBA- Marketing (Full Time), from Pune University- SITRC in 2012

Knowledge Purview

- **Brand Strategy Development & Product Launch:** Successfully developed and executed long-term brand strategies that aligned with corporate goals, driving brand growth and sustainability in competitive markets. Led the launch of multiple products, resulting substantial increase in market share and enhanced brand recognition.
- **Marketing Communication:** Proficient in managing multi-channel marketing communications, including the development of annual reports, website content, ad communication, and ad agency management to effectively convey brand messages.
- **BTL, ATL & Media Management:** Orchestrated comprehensive BTL and ATL campaigns and managed media strategies that increased brand visibility and enhanced customer engagement across multiple channels.
- **Event and Trade Show Management:** Experienced in organizing impactful events and exhibitions with strong trade and below-the-line (BTL) support to enhance brand visibility and engagement.
- **Customer Loyalty and Engagement:** Adept at designing and implementing customer loyalty programs and managing customer data to drive engagement and retention.
- **Marketing Research:** Conducted in-depth marketing research that identified key consumer insights, leading to the development of targeted marketing strategies and resulting increase in customer acquisition and improvement in customer retention rates.
- **Packaging Management:** Capable of delivering end-to-end packaging solutions focused on creativity, convenience, and cost efficiency while adhering to packaging protocols and managing supplier relationships.
- **Cross-Functional Collaboration:** Effective in collaborating across functions to achieve marketing objectives, optimize resource utilization, and drive organizational success.

Marketing Specialist | Ansell - India (World Leader in Safety Solutions)

Dec'19 – Jun'23

Key Achievements:

- Spearheaded all aspects of marketing activities, seamlessly integrating online and offline strategies nationwide to drive brand visibility and engagement.
- Developed and executed innovative marketing strategies, creating a clear roadmap that successfully aligned with and achieved business goals.
- Led cross-functional teams in designing and launching high-impact lead generation and optimization campaigns, boosting overall effectiveness.
- Executed dynamic BTL campaigns including high-profile exhibitions, events, roadshows, and print media, enhancing channel trade marketing and shop branding.
- Drove a 30% increase in sales growth through strategic BTL activations and targeted customer-centric initiatives.
- Created and capitalized on new business opportunities through impactful webinars and social media campaigns, expanding market reach.
- Launched and managed incentive schemes and offers for trade channel partners, delivering training and support that led to the swift attainment of sales objectives.
- Oversaw comprehensive digital marketing efforts, including website management, social media strategies, webinars, and e-commerce operations, ensuring a cohesive online presence.

Senior Brand Executive | Mahindra and Mahindra

Jun'16 – Dec'19

Key Achievements:

- Directed brand management, marketing, and event functions across PAN India, ensuring cohesive strategy execution and brand consistency.
- Managed the marketing budget and developed a comprehensive yearly plan encompassing exhibitions, roadshows, van campaigns, meetings, and digital campaigns.
- Achieved significant growth by implementing a growth hacking strategy, resulting in remarkable high growth within a year (50D4C).
- Executed impactful BTL activities, including high-profile events, product launches, conferences, customer-centric demonstrations, and channel partner training sessions.
- Enhanced brand visibility through shop, showroom, and van branding initiatives, while providing comprehensive support including promoters, DSR assistance, and promotional collateral.

Channel Marketing Planner | Eureka Forbes

Nov'14 – May'16

Key Achievements:

- Led territory expansion and distribution channel management efforts, strategically increasing market reach and operational efficiency.
- Drove growth by designing and implementing dynamic sales schemes and offers, tailored to enhance market penetration and revenue.
- Achieved notable success by launching a customer-centric campaign, featuring live demonstrations that showcased the effectiveness of the strategy in targeted areas.

Marketing Executive | Bisleri International

Jan'13 – Oct'14

Key Achievements:

- Conducted comprehensive market audits to assess market share in retail outlets, driving horizontal expansion into new markets and activating new products.
- Strategically planned and executed BTL activities, including collaterals, print media, and hoardings, while also managing ATL efforts across radio and TV to maximize brand exposure.
- Achieved a breakthrough with the successful execution of a horizontal game-changer strategy, leading the impactful launch of Bisleri 500 ml with an effective ATL-BTL mix.