**Vikram Anand**

Address | [email@gmail.com](mailto:email@gmail.com) | Cell Number | <https://www.linkedin.com/in/vikramanand>

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 and COO, 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 New York 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 Dulux paints 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.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_