Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

**Entrepreneur & Strategy Guide, Gurgaon, May 2014 till date**

* Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
* Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
* Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

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

* Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
* Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
* Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

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

* Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
* Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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

* Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
* Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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

* Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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

* Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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

* Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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

* Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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

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

*“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

**VIKRAM ANAND**