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# STRATEGIC AND CREATIVE MARKETING MANAGER

**EXPERIENTIAL MARKETING LEADER | GLOBAL BRAND DEVELOPMENT | CORPORATE & STRATEGIC EVENT SPECIALIST**

I am an ardent marketer and a digital strategist. Over the years, I've developed a growing passion for data and digital concepts and how they can be leveraged to open innumerable opportunities to understand, meet and often exceed needs & expectations of customers - consumers and businesses alike.

After getting a Master’s degree in Marketing, I've focused on technology marketing and presales for more than 13 years across several roles in global companies, predominantly in the B2B space.

For several enterprise technologies, I've orchestrated product launches, developed annual marketing strategies, gathered market & competition intelligence, conceived messaging strategies, liaised with go-to-market partners, industry analysts, public relations, agencies and a host of internal stakeholders in planning & executing integrated marketing campaigns driving demand generation and improved market positioning. I am adept at leading strategic programs & marketing initiatives working with a diverse and global stakeholder mix including senior execs & sales leaders, delivering results positively and consistently.

* **13 plus** years of experience driving customer events, comprehensive marketing programs, and memorable brand experiences.
* Generated **$200 M** worth of business opportunities from experiential marketing in the past 5 years.
* Executed **20 +** International Industry Events (across ANZ, Asia, EU & AMR) including: World Economic Forum, Oracle Open World, Sapphire, & premier Infosys flagship events- Confluence & Connect
* Marketing Automation Tools: SFDC, Eloqua, Tableau, Socciable, Rocketium, Hubspot, Canva
* Awards: **8** Leadership awards including: CMO- Disrupting The Status Quo Award 2020,

Best Manager (FY18-19); Best Team (FY18-19); Out of the box thinker (FY17-18)

* Exceptional team player driving global brands such as the Infosys, Accenture, Taj Group and Oberoi.
* Unique blend of results-oriented management skills, technical capabilities, broad tactical, and project

management.

* Ability to align diverse stakeholders including C-level executives, partners, customers, and sponsors with considerations for cross-functional & cross-cultural teams.
* Exceptional track record of creatively integrating technology and designing immersive experiences that bring brands and technology showcases to life.

# CORE SKILLS & COMPETENCIES

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| * PRODUCT & MARKET SEGMENTATION | * BRAND & PRODUCT MESSAGING | * TEAM LEADERSHIP |
| * EXPERIENTIAL MARKETING | * PRODUCT MESSAGING | * MARKETING CAMPAIGN DESIGN |
| * CAMPGAIN MANAGEMENT | * Go-To-Market PLANNING AND EXECUTION | * EVENTS (Digital and Offline) |

**Professional Experience**

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| **Infosys Limited — Bangalore, India**  Marketing Manager | **Aug 2015 – To Present** |

* Develop go-to-market plan for the year aligned to business objectives for the service-line
* Establish integrated campaigns focused at improving the mind-share and at generating demand for the
* service-line, through both online and offline channels. Own marketing calendar for the year. Responsible
* for marketing spending
* Anchor Digital Marketing campaigns including organic and inorganic activities, plus social media marketing
* Drive Analyst Relations, including responses to key analyst ratings such as the Gartner Magic Quadrant
* Support media-related activities. Amplify thought leadership through media & publications
* Drive large-scale industry conferences and focused customer and partner events end-to-end
* Design, develop and execute marketing collaterals in liaison with multiple vendors/agencies

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| **Accenture Services Pvt. Ltd — Bangalore, India**  Associate Manager Client Services | **Sep 2007- Aug 2015** |

* Executed an average of **80 CXO level client** visits per year with an average projected revenue gains worth **$1 billion/visit**
* Orchestrated **50+** end to end C suite client visits at Accenture India delivery centers
* Designed winning agendas, relevant collaterals and value propositions for client visits
* Wrote RFIs & RFPs for ongoing large deals (deal value greater than $200 M)
* **Innovation Contest FY15 winners for the App Concept - Accenture Client Visit Explorer**
* Rewarded the gold miner team award for the team performance in sales collaterals
* BCS Certified Business Analyst

**Taj West End — Bangalore, India Nov 2006 – Sep 2007**

Assistant Manager Catering Sales

* **In FY07 the team was able to achieve and exceed the annual sales target by 1cr**
* Positioned Taj West End as destination for car launches for luxury car makers such as, GM, Suzuki, Mercedes Benz, Nissan and Honda
* Built relationships with customers through face-to-face meetings, phone calls, and emails
* Received appreciation for best customer service from the GM Areva T&D (currently registered as ALSTOM)

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| **HIB International — OMAN , Muscat** | **May 2006 – Sep 2006** |

**Assistant Manager**

* **Generated 8% of additional revenue by growing the customer base through outstanding service**
* Tracked data of 2,500 guest comment cards for 2006; identified marketing trends, needs for improvement and guest satisfaction
* Managed all paper product order, cutting costs by applying Lean principles
* Monitor and evaluate team members' performance; provide supervision and professional development

**Taj West End — Bangalore, India**

**Sales Executive Dec 2005 – May 2006**

* Added new large accounts such as SAP and CISCO to the Taj West end clientele
* Exceeded banquets occupancies at Taj West End Bangalore **by 20%**
* Solicited and communicated feedback from the market, Contribute to product and service improvements.
* Created MIS reporting system for the team with the use of the Fidelio software

**Vee Technologies — Bangalore, India**

**Management Trainee Business Development Aug 2005 – Nov 2005**

* Identified potential customers, through 3rd party administrators in US and Europe, for Cold calling and research sites
* Wrote RFPs through research, related publications

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| **The Oberoi – Udaivilas Udaipur (India)** | **Oct 2002 – July 2003** |

**Designation: Food &Beverages Assistant**

* Monitored customer service levels and restaurant occupancy
* Awarded the best food and beverage service team in the APAC region by the Condé Nast Traveler Magazine (2003)

**Education:**

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| East West College -Bangalore – India  **MBA Marketing & HR** | **2003-2005** |
| S. Nijalingappa College -Bangalore – India.  **Bachelor of Hotel Management** | **1999-2002** |