

SHANTANU GHOSH

Marketing Professional & Sports Enthusiast

Experience

GroupM ESP- Business Director

Sep'16 till present

- Sports sponsorship/ Marketing
- Brand sponsorship- films
- Client servicing and execution

Papa John's Pizza- Head Marketing

Nov'15 till May'16

- Set up the Digital and PR Agency
- Marketing strategy & planning
- New city launch and store launches

Mad Over Donuts- DGM Marketing

Jun'14 till Nov'15

- Sales, communications and PR
- New Product Launches

McDonald's India- Sr. Manager

Oct'08 till Jun'14

- New Business Channel lead for marketing for Home Delivery, Breakfast and Dessert Kiosk
- Local Sales Market lead for the Indian Market

Pidilite Industries- Section Head Mktg

Nov'07 till Oct'08

- Brand Manager for Art and Stationary brands
- Handling Sales and Product Development

Reliance Communications- Dy. Manager MARCOM

Mar'06 till Nov'07

- Communication of Prepaid, Post-paid and FWP

Rediffusion DY&R – Account Executive

May'05 till Mar'06

- Client Servicing for Tata group viz Tata Motors & Taj Hotels

Optimum Media Solutions- Media Planner

Jun '04 till Apr'05

- Media planner for PSU clients- LIC, HPCL & Air India



Life Philosophy

"Success is getting what you want. Happiness is liking what you get"

Most Proud Of

- Successfully handled deals on IPL and India Cricket
- Nominated for best city launch in McD
- Successful product launches in MOD
- Was acknowledged for sales achievement in Pidilite

Strengths

Team Player • Logic Driven • Motivator

Consumer Centric • Digital Marketing • Insight Provider

Education

Master in Management Studies- 2002-2004

Bachelor of Science in Physics- 1998-2001

When Not In Work

Play Tennis, Cricket

Personal Details

Born- 1st April, 1980

Marital Status- Married



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