

# AROON KUMAR

## *"Award Winning Global Marketer and Digital Business Leader"*

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**TOP MANAGEMENT PROFESSIONAL – GTM, DIGITAL, SAAS, MARTECH, ANALYTICS, CONTENT, EXPERIENCE, DEMAND, REVENUE**  
**Global Marketing Management | Omni Channel | Process | People | ABM | Acquisition | Retention | Automation | Platforms | Insights**

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### PROFSSIONAL SUMMARY

An accomplished, result oriented successful **Global Marketing Leader** and **Digital Business Strategist** with qualitative experience across multi-geographies market development, brand strategies, cross-functional marketing operations, brand positioning, ATIL, BTL & TTL management, revenue planning, business development, customer segmentation, winning marketing strategies, Integrated Communication design and management, consumer behaviour analysis, digital transformation, marketing automation, programmatic platform, media analytics tools, OOH technology, mobility and mobile marketing, lead generation, last-mile nurturing, product developments, social and digital media marketing and audience analytics. Proven competencies in anticipating & capitalizing on market trends, identifying profit potential, creating value with brand development, positioning the company's products and services to maximize market share

Core strengths in expanding customer base through a variety of effective marketing, branding, advocacy, content curation and relationship management techniques, corporate affairs blended with agile marketing and risk assessment. Abilities in aligning marketing and integrated communication strategies with organizations' business objectives and developing specific success metrics & analytical approaches tailored to unique needs. Extremely Customer and brand Focused, with innate strengths in omni-channel demand generation to acquire and retain clients, building high TOMA for brand with augmented service levels through managing multiple agency partners. Consistent performer with strong track record of exceeding performance benchmarks year on year.

### PROFESSIONAL SKILLS

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|--|---------------------------------------|---------------------------------------|
| ➤ Winning Brand & Marketing Strategies | ➤ Demand Generation – Omni-channel    | ➤ Campaigns & Inbound Excellence      |
| ➤ ATL, BTL, PR & Celebrity Management  | ➤ Customer Experience Management      | ➤ Advocacy & Media Management         |
| ➤ Integrated Communication Planning    | ➤ People & Process Management         | ➤ Programmatic, DSP, Retargeting      |
| ➤ Marketing Process Automations        | ➤ Analyst & Influencer Engagement     | ➤ Corporate Affairs & Stakeholders    |
| ➤ Global-Local Marketing Campaigns     | ➤ Alliances & Cross Promotions        | ➤ UIUX, CMS, LPO, ASO, Ecommerce      |
| ➤ Events, Trade Forums & Networking    | ➤ Product & GTM Strategies            | ➤ Global Brand Management             |
| ➤ Consumer & Campaign Analytics        | ➤ CRM & Marketing Automation          | ➤ Glo-cal Team & Project Management   |
| ➤ Multi-format Content Marketing       | ➤ Social Media & Community Management | ➤ Glo-cal agency & partner management |
| ➤ Thought Leadership, High TOMA, UGC   | ➤ Content Curation & Dissemination    |                                       |

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### ACADEMIC

- ♦ **Senior Management Program** (Driving Profitable Growth) from **Harvard Business School**, Boston
  - ♦ **Strategic Brand Management**, Indian Institute of Management, Calcutta (**IIM-C**)
  - ♦ **Post Graduate Diploma in PR, Advertising Management & Applied Communication**, Mudra Institute of Communication Ahmedabad (**MICA**)
  - ♦ **Post Graduate Diploma in Business Administration (Marketing)**, University of Madras
  - ♦ **PG Diploma in Advanced Business Analytics**, from **XLRI** Jamshedpur
  - ♦ **Bachelor of Commerce (Hons)**, Utkal University
  - ♦ **Advanced Program in Digital Marketing**, IDMI
  - ♦ **Project Management Certification**, IIT Delhi
  - ♦ **AdWords Certification** from Google
  - ♦ **Inbound Marketing Certification**, HubSpot Academy
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## PROFESSIONAL EXPERIENCE

### RICS (New Delhi / Singapore)

July 2018 – December 2021

#### Director – Marketing, Digital, and Corporate Affairs, APAC

(Reported to the Global CEO)

Domain Focus: B2B, B2C, B2B2C, Real Estate, Construction, Infrastructure, Digital, Technology, Education, & Events

#### Key Highlights –

As part of the CEO's Global Leadership Team, I have designed the digital transformation and marketing automation project 'ONE-RICS' to build additional source of revenue generation from digital channels and digital engagement among MRICS & FRICS Community across the globe with customized Content-Engine. Responsible for re-engineering the marketing process to set up marketing automation in place, independently handling a wide portfolio of activities including product positioning, marketing strategy, GTM, market intelligence, revenue planning, forecasting, building digital capabilities, marketing technology and automation, large format and closed loop campaign designing, corporate communication, brand positioning, member communication, PR & Corporate affairs, forming strategic alliances, global digital transformation project (ONE-RICS), research projects, end to end launch of research and standards, brand marketing, product marketing across chartered qualification, education courses, conferences and workshop, conference logistics, digital communication, agency and vendor management as well as special projects across Asian market.

- ♦ Working towards raising RICS' brand profile and positioning it as a thought leader amongst the industry, Government and media.
- ♦ Acquiring Market Intelligence, Revenue Forecasting and Planning to align with the long term & short-term business objectives
- ♦ Demand Generation through omni-channel campaigns (Digital, ATL, BTL, Mobile, Events & Trade Forums) as per annual marketing strategy and business plans for respective business verticals in India and APAC
- ♦ Identifying key themes to build RICS profile every quarter, work with the internal team and agency partners to ensure media coverage that helps in positioning RICS as the thought leader in leading broadcast media, print media and digital media including mainline, financials, trade publications
- ♦ Lead Generation and Funnel Building with Inbound and Marketing Automation through **Marketo** and **HubSpot**
- ♦ **Exceeded the annual marketing targets by delivering additional 100% MQLs & SQLs for all the business verticals**
- ♦ Repositioning of brand RICS across targeted geographies to engage with RICS professionals and turning them into brand advocates
- ♦ Planned and working on digital transformation project for RICS (**ONE-RICS**) to close the gaps among stakeholders to build uniformity and transparency and generate additional revenue from digital channels
- ♦ Visibility and awareness of RICS as the de-facto professional body in South Asia; raising the profile of RICS chartered qualification as the benchmark qualification.
- ♦ Strategic Alliance - tie ups and barter with events/properties of prominent industry chambers, publication houses etc.
- ♦ Marketing strategy and plans for each product offering, conceptualizing and launching digital marketing activities and campaigns in line with the overall strategy; marketing tool kits and digital assets.
- ♦ Building awareness around RICS standards and their relevance/ applicability of India – as may be required from time to time
- ♦ **Campaign #IamMRICS won the Best Brand Campaign of the Year for B2B Community Building at BTVI National Awards for Marketing Excellence 2019.**
- ♦ **#IamMRICS Campaign** has helped organically in getting **75%** additional membership (**MRICS**) acquisitions on top of the annual target
- ♦ Leveraging knowledge content towards inbound marketing campaigns via HubSpot, Epi-server, Dot-mailer and other marketing automation and content dissemination platforms
- ♦ Custodian of RICS brand – to ensure correct usage of brand assets and protect brand reputation across touch points
- ♦ Designing and contributing towards global campaigns & communication - facilitating dissemination of such initiatives via PR, members (MRICS) and South Asia staff. This included global research, economic commentary, technical standards, journals etc.
- ♦ Collaborating and contributing with HQ based digital team – in connection with global website, email system & CRM
- ♦ Responsible for maintenance as well as future development of RICS SBE website and thought leadership blogs – including content architecture, functionality, SEO, site performance, content generation from various stakeholders
- ♦ Social media and Influencer outreach campaign designing for brand awareness, influence, reach and conversions
- ♦ Responsible for brand and marketing strategy as well as marketing campaigns for awareness and lead generation to support business plans for RICS South Asia, RICS SBE Noida and RICS SBE Mumbai
- ♦ Development of regular content to suit defined buyer persona towards inbound marketing efforts; giving direction and supervising content and creative team members
- ♦ Recruitment Drive – setting up the marketing and business team expansion with right talents, Collaboration with internal clients – faculty & students – to translate activities into valuable contextual content for website and social channels
- ♦ Event planning and management support for internal and external events
- ♦ End to end marketing automation via HubSpot and other automation channels – including continuous improvement in automation, measurement of efficacy. This includes connectivity with other systems – website, helpline, chat, mobility, webinar, social media, etc.
- ♦ Brand visibility and engagement via social channels (RICS APAC and RICS SBE)
- ♦ Developed robust mechanism for Online reputation management of brand RICS-SBE & RICS across world-wide-web
- ♦ Individual Recognition as **Marketing Professional of the Year** at **BTVI National Awards for Marketing Excellence 2019**

### BRAVVURA VENTURES (New York)

APR 2017 – MAY 2018

#### Chief MarTech Officer

(Reported to the CEO & Board)

Domain Focus: QSR, FMCG, Food, Consumer Internet, Apparels, Retail, Sports & Leisure, Digital Transformation & Marketing Automation

#### Domains:

**Digital / FMCG / Food / Retail / Entertainment / MarTech / ABM / AdTech / Consumer Analytics / Ecommerce / CRM Social Media / Marketing Automation / GTM Strategy / Brand Management / Integrated Communication Planning PR / Media Planning / Influencer Outreach / Content Curation / Global Project Management / Inbound Marketing**

### Key Highlights –

**Portfolios: MUNCH ADO, AISLEND, NESTLED TIME, DESTINATION.GOLF, TARGET Corporation, ADOBE, Tommy Hilfiger, Channel, GOURMET EGYPT, & Others**

**Micro-Marketing, SMBs, B2C, B2B, B2B2C, P&L Accountability, Social Media Engagement, Digital Performance, Omni-channel Customer Experience, AI, Data-Analytics, Multi-channel Consumer Insights, Ecommerce, Digital-Revenue, Global Project Management, Strategic Alliances, etc.**

- ◆ **MUNCH ADO - B2C:** Product launch plan for Munch Ado (<https://munchado.com>) for US market (New York, Chicago, Boston and Atlanta) targeted to B2C segment, overall marketing and brand positioning accountability, management of cross functional glo-cal marketing team (India, US, Romania & Argentina) in the areas of digital and offline activities, curated content, videos, social media, display, lead generation, customer acquisition, retention, brand positioning and building, ASO, revenue optimization, loyalty program management, social media automation, marketing automation, programmatic advertising, DSP, DMP, AMP, Audience Analytics, Analytics Engine etc.
- ◆ **MUNCH ADO - B2B & B2B2C:** Designing and managing the B2B & B2B2C Marketing Programs (<https://munchado.biz>) targeted to food category in US (New York, Chicago, Boston, Atlanta and Washington), delivering next level of omni-channel digital marketing services to 1500+ restaurants with ecommerce enables website with CRM engine, email campaign, social media, organic search and programmatic display advertising; building their online presence and enhancing digital revenue.
- ◆ Designing brand messaging and positioning, integrated communication planning and management through various touch points, developing collaterals for diversified audience – B2B, B2C and B2B2C; case studies, testimonial videos, product and platform collaterals, credibility generated through IGC & UGC, designed and managed advocacy management programs by influencers for B2B & B2C segments
- ◆ Designed and developed **Munch Ado Analytics Engine** to consolidate the monthly data from various online touch points and POS of restaurants to consolidate, analyse trends, providing actionable insights with predictive intelligence to multiple stakeholders
- ◆ Won **Best Consumer Mobile App** in Food & Beverages Category at **GAMASA 2017**, signed up 1500 SMBs in 6 months' time in 3 cities (New York, Chicago & Boston), generated leads through inbound activities, helped the sales teams to increase the overall ticket size and revenue performance from digital channel.
- ◆ **AISLEND** (<https://aislend.com>) – **B2B, B2B2C:** Helping the grocery stores/chains to retain their existing customers and acquiring new ones through immersive shopping experience across omni-channel touch points to grow and maintain their life time value; managing B2B2C campaigns in markets like US and Middle East at the moment for grocery chains and expanding to Europe in 2018
- ◆ Responsible for Branded Experience, Integrated Strategy, Customer Retention, Data Analytics and Loyalty Programs for the retail & grocery chains
- ◆ Designing hyper-local engagement strategies for targeted retail stores (groceries and life style) with their offline costumers and getting them online, by enhancing the online revenue and increasing the life time value of the average customers
- ◆ Delivered and working on projects like **Gourmet Egypt** (<http://gourmetegypt.com>) - delivered, Lazada (WIP), Target Corporation and others.
- ◆ Worked on the market research and size for the new social media app for mothers named **Nestled Time** (<http://nestledtime.com>) and launched it across multiple geographies meeting the targeted downloads and monthly revenue and maintaining the annual ARPU.
- ◆ Digital media planning, buying, affiliate marketing, programmatic advertisement, social media, ecommerce, CRM, Audience Analytics
- ◆ Presenting products/verticals in the trade forums across the globe, speaking at domain specific conferences and trade shows, building high TOMA for the verticals/products, networking with stakeholders and influencers
- ◆ Managing cross-functional teams in the marketing domain across multiple geographies with various time zones

**CRICHQ (Wellington & New Delhi)**

**JULY 2015 – APR 2017**

**Head – Global Marketing & Content Excellence**

(Reported to CEO & Chairman)

Domain Focus: Sports and platform management, Content curation and monetization, digital services, celebrity & player management

### Key Highlights –

- ◆ Conceptualizing and planning marketing strategies to reinvent and reposition CricHQ (world's largest digital platform for Cricket) in the assigned geographies across the globe and develop segmentation, competitive analysis/market intelligence, lead generation, product and global market development plans
- ◆ Ideated, designed & developed "**User-Experience-Architecture**" with the UIUX team for compelling virtual experience of the brand across various touch points (**seamless Omni-channel customer experience**) for B2B, B2C, B2B2C & P2P audience.
- ◆ Market research to gather insights about peer group, benchmark analysis of current trends and practice to streamline and launch products and services as per specific geographies
- ◆ Leading & driving the marketing group (**a team of marketing ninjas that include MarTech, Digital Media, Social Media, Creative, PR, UIUX, Content, Data Analytics & Customer Success groups**) to develop the next level of digital, social, mobile and cloud based product enhancement to create digital WOW experience between enterprises and their end consumers
- ◆ Hands on experience and familiarity with tools and platforms like **Hootsuite, HubSpot, SEM Rush, Smarttech, SAS, Tableau, Localytics, Zoho, Adobe Omniture, Hotjar, HIVE, R, Qlikview**, etc.
- ◆ Having deep understanding in **visual analytics**, correlation analysis, **regression analysis**, **scenario analysis**, forecasting or time series analysis, **text analytics**, sentiment analysis, image analytics, video analytics, voice analytics, **monte carlo simulation**, linear programming, **cohort analysis**, **factor analysis**, neutral network analysis, meta analytics, etc.
- ◆ Spearheading data driven marketing efforts with closely monitoring the marketing attributional models across touch points
- ◆ Advising and formulating marketing strategies in launching clients' products & services and providing marketing solutions, business strategies while building marketing capabilities
- ◆ Managing a team of technical and brand content team for B2B and B2C content that helps the monetization of the online content business, forming alliances with third party content providers and content syndicates
- ◆ Product enhancement with marketing and audience insights for better positioning, usability and revenue optimization
- ◆ Mobile engagement with customized audience analytics and conversion with desired events through ASO
- ◆ With the help of programmatic platforms, managing precisely targeted B2B, B2C and B2B2C campaigns across various geographies.

- ◆ Instrumental in developing the next version of existing platform and designed & delivered “**#ICareISupport**” campaign which is adopted globally to **9 countries** and was instrumental in contributing **25% additional revenue** while helping the sales team to on-board **18 major cricket boards** in **India, South Africa, England, Afghanistan, Bangladesh, Singapore, Hong Kong & West Indies**.
- ◆ Overseeing and directing the efforts of the marketing team and responsible for addressing the wants and needs of various stakeholders for internal & external campaigns across several geographies- India, New Zealand, England, South-Africa, Singapore, Hong Kong, Sri Lanka, Afghanistan, Bangladesh, West Indies, Nepal, UAE, etc.
- ◆ Developing and measuring key metrics around the business including content acquisition, audience, engagement rates and revenue enhancement in addition to maintaining and leveraging information and analytics system to drive insights for marketing effectiveness
- ◆ Proficiently streamlined business operations while serving as a catalyst for online sales in growth and expansion and quickly restoring forward momentum and generating revenue
- ◆ Formed alliance with **NZTE, ECB, BCA, MCA, Cricket-South Africa, Oxygen, Singapore Tourism, Citi Bank, ANZ, AMP-NZ, Hong Kong Tourism Board**, etc.
- ◆ Ensuring marketing campaigns across geographies are executed with excellence and exceeding their objectives & targets while developing and maintaining core strategic relationships and partnerships that ensures CricHQ to achieve its key business drivers
- ◆ Devising short term and long-term plans for marketing, communications, public relations that contain measurable positive outcomes also executing effective communication channel controls
- ◆ Monitoring the marketing results while compared them to the benchmarks and best practices, evaluating the efficacy and efficiency of the marketing strategy and made adjustments as necessary
- ◆ Meticulously planned strategies for improving Brand Management activities, and ground study of new geographical expansion as well as identifying potential new B2B customer and aiding them to start business with the organization
- ◆ Spearheaded the marketing initiatives in understanding the market and customer needs, working in partnership with the regional business managers to prioritize targeted market segments in order to design & implement effective marketing programs
- ◆ Playing a significant role in global digital marketing, online consumer experience, social media engagement, search ranking, Content designing, Email and Performance marketing
- ◆ Managing the profiles of international and national cricketers (**Stephen Fleming, Brendon McCullum, Scot Styris, Nathan McCullum, Ish Sodhi** & other upcoming under-19 players) events, endorsements and digital engagements.
- ◆ Global & national events, conferences, speaking assignments, trade shows and domain specific events.
- ◆ Test & optimize creative, messaging, target audience & placements, optimize cost, budget allocation & bids in order to maximize ROI
- ◆ Whole gamut of marketing operations- setting up marketing offices in **India, Singapore, Johannesburg**, recruitment of marketing resources, vendor and partner engagement, defining the SLAs, management of the marketing offices, coordination with cross-functional teams across geographies

#### VALUEFIRST DIGITAL MEDIA PVT LTD (New Delhi & Dubai)

OCT 2013 – JUL 2015

#### Vice President – Marketing & Social Media

(Reported to the CSO)

Domain Focus: SaaS, Social Media Insights, PaaS, Enterprise Mobility, Marketing Automation, Integrated Marketing Services, Mobile Applications

#### Key Highlights –

- ◆ Accountable for developing marketing strategy along with commercial budget(s) spend and allocations, ensuring ROI accountability also ensuring maximizing gross contribution at segment and brand level as targeted sales revenue
- ◆ Created superior advertising and B2B communication strategy across product brands and portfolios which has been a key driver in creating customer affinity and directly affecting growth in business for various verticals – **SaaS, PaaS, CPaaS, Mobility, Enterprise Messaging, Marketing Automation, Digital Marketing Transformation, Social Analytics Tools, Social Media Services, Apps** for Enterprise customers that includes 75% of the BFSI players in India, other BFSI players in APAC region, PSUs, Healthcare, FMCG, Consumer Durable, Ecommerce, Education and major enterprises from B2B, B2B2C & B2C verticals
- ◆ Proactively helped the sales teams in achieving additional **25%** from the new offerings (platforms & specialised services) to the total annual sales revenue volume of US\$85 MN.
- ◆ Turnkey “Social Platform Design Project” for **Ministry of External Affairs (MEA)**, Govt. of India and designed digital strategy for global outreach program and audience analytics; major social media projects for Govt. of Madhya Pradesh, Bihar & Jharkhand
- ◆ Turnkey digital transformation drive for **MP Tourism, Bihar Tourism** for online strategy, digital advertising, mobile engagement and promotions
- ◆ Developed social media analytics tool, ‘**Tweetrix**’ for Twitter Analytics and worked on various product concepts for enhancement of social media ROI for brands; launched ‘**Tweetrix**’ at **Mobile World Congress 2015, Barcelona**
- ◆ Managed and handled the operations of cross functional team and key stakeholders; key participant in conceptualizing and development process for the launch of new products and platforms
- ◆ Spearheaded the activities of commercialization and revenue generation of new and existing products, solutions and services in the mobile, digital and social media space, proactive pre-sales support to sales teams across geographies
- ◆ **Account planning**, proactive **pre-sales support** to the sales teams, **pitching** the new digital and social media offerings – products & services
- ◆ **Monitoring** the **execution** of the **digital, mobile and social media campaigns** at weekly and monthly intervals and ensure the ROI gets delivered as planned in the pitch contract
- ◆ Handled the entire gamut of activities related to the company’s **Vision, Values and Strategy**; aligning to ensure revenue generation and enhance market share in respective geographies
- ◆ Strategized marketing initiatives for the organization in social media, search, mobile apps, content, games, product development for greater engagement with enterprise consumers
- ◆ Delivered **global** and **national** trending **digital and social media campaigns** for **B2B & B2C** brands and conducted market research, competitive analysis and identified target segments; developed value proposition & addressable market size
- ◆ Integrated online capabilities with the current engagement in B2B, B2C & B2B2C domains; built up **social media capabilities** for **internal brands** as well as for the **enterprise customers** across geographies
- ◆ Effectively collaborated with cross-functional teams in pursuit of categories, brands and organization goals also tested and optimized **creative, messaging, target audience & placements, optimize cost, budget allocation** & bids in order to **maximize ROI**
- ◆ **Brand Engagements:**

**BFSI – Enterprise Mobility Solutions:** Major BFSI & NBFC players in India

**Digital Engagement and Social Media Solutions – B2C & B2B2C:** Pepsi, IndiGo Air, Air India, Landmark Retails, Bajaj Motors, Tata Motors, Pidilite Industries, HUL, Colgate-Palmolive, Dabur, Godrej, EY India, Surya Roshni, NOVA IVI, Govt. of Madhya Pradesh, Govt. of Bihar, Singapore Tourism, HLL, Durex, Gatorade, Puma, Clinton Foundation, Bill & Melinda Gates Foundation, The Union, Globatt, Bajaj Finserv, Nestle, Kurkure, MyFM, Exide Life, among other 150 brands.

**Strategic Alliances:** Oracle, Infosys, Wipro, Hoot Suite, Oxigen Wallet, Ypaycash, OMD, Lava Mobiles, India-Post, Millward-Brown, etc.

**Digital and Social Media Consulting:** Escorts Enterprises, Apollo Tyres, BookMyShow, MEA, Govt. of Bihar, Govt. of Madhya Pradesh, MP Online, DDA, Agriculture Ministry, Murugappa Group, Hero Cycles, Hamdard Group, etc.

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#### PAST EXPERIENCE

**PURETECH DIGITAL:** New Delhi & Hongkong - Head Digital Engagement, May 2010 – Sep 2012

**PENN SCHOEN BERLAND (WPP):** Delhi NCR - Senior Manager – Marketing & Communication, May 2008 – Apr 2010

**ORIX CORPORATION LTD:** New Delhi - Manager – Marketing & Strategic Alliances, Jan 2006 – Apr 2008

**JAGSON AIRLINES LTD:** New Delhi - Manager – Marketing & PR, Aug 2003 – Dec 2005

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#### PROFESSIONAL RECOGNITIONS

- ◆ Marketing Professional of the Year at BTVI National Awards for Marketing Excellence 2019
  - ◆ Best Brand Campaign of the Year #IamMRICS (B2B – Community Building) at BTVI National Awards for Marketing Excellence 2019
  - ◆ Best B2B Marketing Automation Project (Retail) for Target Corporation, New York 2018
  - ◆ Entitled in the “Top 100 Global #MarTech influencers” list in 2017 by Analytica
  - ◆ Awarded “Digital Marketer of the Year 2017” and “Mobile Marketing Professional of the Year 2017” by World Marketing Congress
  - ◆ Included among “50 Most Influential Digital Leaders” by World Marketing Congress 2017
  - ◆ Awarded “Asia’s Best Marketer” World Brand Council, 4th Aug, 2016 Singapore” and “Digital Marketer of the Year 2016 in Asia”, #WBC25SG, Singapore
  - ◆ Best Mobile App Design for Munch ADO at Global Mobile Apps Summit - 2017 (GMASA2017)
  - ◆ Bestowed “Brand Builder of the Year” at National Awards for Marketing Excellence, 2016
  - ◆ Conferred “Social Media Campaign of the Year” and “Best use of Social & Digital Media in Cause Marketing” - #ICareISupport (<http://bit.ly/2gikRzN>)
  - ◆ Won “Marketer of the Year” by World Brand Congress 2016, Kuala Lumpur” and “Digital Marketer of the Year – Asia Pacific 2015” by CMO Asia, Singapore Chapter
  - ◆ National Awards for Marketing Excellence – “Digital Marketing 2015”, CMO Asia
  - ◆ “Most Talented CMOs of India – 2014”, World Marketing Congress, 2014
  - ◆ Social Media Campaign of the Year 2013 for Samsung Note2 #BeCreative
  - ◆ Best influencer Out Reach Program in APAC 2012 for Singapore Tourism Board
  - ◆ Nominated & sponsored by CII & Common Wealth Foundation to participate in Common Wealth Study Conference – 2007 and the Project was graded – “Outstanding”
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#### PROFESSIONAL MEMBERSHIPS

- |                                    |               |                        |
|------------------------------------|---------------|------------------------|
| ◆ Confederation of Indian Industry | ◆ GMASA       | ◆ MMA                  |
| ◆ Common Wealth Study Foundation   | ◆ CMO Council | ◆ CMO Asia             |
| ◆ World Marketing Congress         | ◆ GSMA        | ◆ World Brand Congress |
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**Date of Birth:** 3<sup>rd</sup> June, 1977

**References:** Available on request

#### Annexure

An active blogger myself, I am having excellent networking with bloggers communities across the globe and designed couple of outstanding online influencer outreach programs in India and APAC region. I have received fellowship jointly from Commonwealth Study Foundation and Confederation of Indian Industry (CII) for my project ‘Market Facilitation and Localization for Indian SMEs’ and the project was graded ‘outstanding’.

I am a regular contributor on marketing trends, branding and advertising, digital engagement, enterprise mobility solutions, mobile-first strategy, consumer insights, innovation and agile development, social media and user experience and a regular contributor to major publications like **The Economic Times**, **Daily Mint**, **The Hindu Business Line**, **Business Today**, **Business World**, **Huffington Post**, **Times of India**, **Advertising Age**, **Digital Market Asia**, and **IAMAI Journal** etc.

#### Media Coverages

1. Economic Times: <https://bit.ly/2L3QjOq>
2. Indian Institute of Management Calcutta: <https://bit.ly/2L4Nflp>
3. Business World: <https://bit.ly/2Uhz91Y>
4. New Zealand High Commission, India: <https://bit.ly/2Mz2xll>
5. Exchange for Media: <https://bit.ly/2JOE2iC>
6. The Statesman: <https://bit.ly/2NnSvmJ>
7. Digital Market Asia: <https://bit.ly/2upzDw7>
8. Adgully: <https://bit.ly/2DSGfIS>
9. Social Samosa (case study - #ICareISupport): <https://bit.ly/2a58wgq4>

10. Light House Insights featured #ICareISupport: <https://bit.ly/2h1ITPO>
11. GMASA-2016: <https://bit.ly/2HfUdFA>
12. GMASA 2017: Best Food App: <https://bit.ly/2Muw8N5>
13. 9th India Digital Summit (IAMAI): <https://bit.ly/2Zi78Kl>
14. World Brand Congress - Singapore: <https://bit.ly/2RuJkV9>
15. World Brand Congress-Kuala Lumpur: <https://bit.ly/2Hi9jrm>
16. Exchange for Media: <https://bit.ly/2zfOEjy>
17. Advertising Age: <https://bit.ly/219duWN>
18. Hindustan Times: <https://bit.ly/2KN2ekP>
19. Indian Express: <https://bit.ly/2KPieTz>
20. Afaqs.com: <https://bit.ly/2U2C5BT>
21. Campaign India: <https://bit.ly/2KP2lww>
22. IMAI-Thinking Aloud: <https://bit.ly/20Ao2Qk>
23. DMAI 2015: <https://bit.ly/2qqOUvI>

#### **Published Articles**

1. Digital Market Asia: <https://bit.ly/1VTT9Up>
2. ET CIO: <https://bit.ly/2X9pd1x>
3. Economic Times: <https://bit.ly/2Koiqc6>
4. RICS.org: <https://bit.ly/2ZdVK6M>
5. Hindu Business Line: <https://bit.ly/2L0lhal>
6. Economic Times: <https://bit.ly/2uhRbKr>
7. Advertising Age: <https://bit.ly/2ay4i0X>
8. Business World: <https://bit.ly/1Uou7dF>
9. Economic Times: <https://bit.ly/2ZkPJFo>
10. Economic Times: <https://bit.ly/2P9VQs6>
11. Huffington Post: <https://bit.ly/30pMv0x>
12. Advertising Age: <https://bit.ly/2hIUqje>
13. Vivo IPL 2016 – factors behind the success: <https://bit.ly/2Zlypxj>
14. Business of Social Media (Part-1): <https://bit.ly/30mSAe8>
15. Business of Social Media (Part-2): <https://bit.ly/2h9Phkw>
16. Delivering the Digital Experience: <https://bit.ly/1T1DRiC>
17. GMASA2017: <https://bit.ly/2G8LRud>
18. The Anatomy of Attributions in Marketing (I): <https://bit.ly/2BaxR4A>
19. The Anatomy of Attributions in Marketing (II): <https://bit.ly/2DmIZct>
20. The Anatomy of Attributions in Marketing (III): <https://bit.ly/2EuDWYh>
21. MarTech Landscape Simplified (I): <https://bit.ly/2DZ3haJ>
22. MarTech Landscape Simplified (II): <https://bit.ly/2JcE2G3>
23. Mobile and Next Mile of Programmatic Advertising: <https://bit.ly/2t6IOWI>
24. Metrics in Digital Advertising Controlled by NHT: <https://bit.ly/2tO8YpS>
25. The Legends of Chameleons & Dinosaurs: <https://bit.ly/30tVXQu>
26. Designing UI & UX in the Age of Distraction: <https://bit.ly/2TSRbrF>
27. Marketing Analytics-From Data to Informed Decision: <https://bit.ly/2HIMmni>
28. Winning in a Data Driven World: <https://bit.ly/2Zeoltx>
29. Integrating MarTech to Build Customer Experience: <https://bit.ly/2Z8LEVy>
30. Customer Experience 2020: <https://bit.ly/2L1eXPS>
31. Voice & Mobile Search-The Way Forward: <https://bit.ly/2TUwAoF>

#### **Speaking Assignments**

A regular speaker at trade forums and business conferences, I have addressed at various forums that includes **Mobile World Congress in Barcelona – 2014, 2015, Social Media Summit New York-2017, ad:tech 2013, IAMAI's India Marketing Conclave – 2013, 2014, 2015, India Digital Summit – 2013, 2014, 2015, IAMAI Travel & Tourism Summit-2014, 2015, National Digital Conclave 2015, Gartner Symposium, SATTE-2014 & 15, GMASA-2016 & 2017, Content Circuit-2016, CMO Summit 2017 – Macau, World Brand Congress (Singapore & Kuala Lumpur) – 2015, 2016, World Marketing Congress 2017** etc.