



KSHITIJ JAIN

Vice President, Marketing | NIIT Limited, Gurgaon

DATA & INSIGHT DRIVEN MARKETER | BRAND IDEATOR | DIGITAL MARKETING | BUYING JOURNEYS | DIGITAL TRANSFORMATION

Passionate Marketer with over 18 years of experience, who believes a Brand's narrative is born out of data and deep consumer insight, brought to life with powerful ideas and experiences.

I have had the privilege of building Global Brands that are iconic and leaders in their category, across FMCG, Automotive, Financial Services, Retail, Media and Education. These include Aviva (Global), P&G (APAC), Domino's Pizza, Dabur, Marico, Maruti Suzuki, Bisleri, Indiatimes.com and NIIT.

Roles across Advertising, Marketing and Media, handling diverse challenges in Brand & Communications, Digital Marketing, Customer Lifetime Value, E-Commerce P&L Management and Digital Transformation of customer buying journeys have given me a holistic perspective to a consumer's life cycle and opportunities for Brands to be aspirational, yet a fabric of their lives.

Founding Batch of Digital Insider Programme at ISB - A Digital Leadership Program for select professionals by Google. Recognized as '50 Best Digital Marketing Professionals' by the World Brand Congress & CMO Council Asia. I am associated with various industry bodies as a Guest Speaker, Award Jurist and Advisor.

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