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Discovery and Innovation must be a *'Way of Living'*.

A journey, which started by opting to study Agriculture, is now a passion to unveil the complex & diverse behavior of consumers across India. Challenges of this diversity propelled me further towards driving a business, which changed dimension every 100km.

Starting with Channel Sales for FMCG business, to setting up the branch of a lifestyle brand, to all facets of Marketing & Business building career spans over 25years. With stints of having successfully set up an organization from scratch to making it profitable in its first year itself, driving acquisition & merger and then setting up the marketing function for driving sustainable business for a pioneering rural retail venture.

Now on an entrepreneurial journey with Radicle.

Radicle endeavors to help Brand Owners turn their ***"Brand Into Asset"***

1. **Radicle Advisors** – Founder & CEO, **June 2012 onwards**

Brand & Marketing Strategy Consulting with following key domains of consulting

- a. **Brand Consulting: Brand Creation, Rejuvenation & Indi-vention**
- b. **Marketing Planning & Communication**
- c. **Retail Planning & Expansion**
- d. **Marketing Technology Integration**

Clients : Godfrey Phillips, GlaxoSmithkline, Yamaha Motors, eHealthpoint, MaxBupa, Faith Healthcare, Carrefour India, Zippo, CelIOS Software, ISS HiCare, Govt of MP, Min of External Affairs, Gionee India , GEP, Ahluwalia Engineering, Crystal Crop protection, Dhanuka Agro Chemicals, LGF Sysmac, Lifestyle Foods, Rustic Town Leather Bags, SoulClay Ventures, Ovo Farms etc

2. **Head-Brand & Marketing, Hariyali Bazaar, DSCL Jan 2010 to May 2012-** Setting up marketing practice by driving consumer behavior understanding, which led to complete revamp of retail assortment & pricing strategy for the venture. Thereafter based on the socio economic analysis drove rebranding of the venture to enlarge customer base from just agrarian customers to all key segments of catchment population. Established First Rural Loyalty Program to drive repeat business and better understanding of customer basket through analytics. *Recognized as Retail Icons of India at Asia Retail Congress, 2012.*
3. **Vice President& Branch Head, RMG Connect, JWT India June 2007 to Jan 2010-** Steered the division as an profit center and offering solutions to clients in the space of CRM, Analytics, Direct & Digital marketing. A diverse set of client roster included Pepsico, MTS India, Oracle, Avaya Global, SBI Cards, Wills Lifestyle, Apollo DKV, GAIL, Max New York Life, Mitsubishi Electric etc. Awarded for pioneering work on HIV-AIDS for UNICEF –Red Ribbon Express campaign at Asian Marketing Effectiveness Awards
4. **Vice President, Strategic Planning & Business Head, Bates-141 May 2004 to June 2007** – Successfully set up “141 India” - the Integrated Marketing Solutions (IMS) for the WPP Group (Aligned to Bates) with offices in all metros. Running profitably since year one having acquired the accounts of Nokia, ITC, Unilever, Shell, Tata AIG, Airtel, Bill & Melinda Gates Foundation amongst others. Recruited & Lead 35 plus team including setting up a measurable Employee KRA and Evaluation System. Creating best practice in Retail, Brand Architecture, Brand Activation & Digital Marketing. Key Awards at Promotional Marketing Awards of Asia for Nokia & Tata AIG Programs.
5. **Previous experience –**
 - A) **Ogilvy Outreach (March 1999-May 2004), Senior Member-Team Process Management** Core founding member of the division of Ogilvy & Mather. Responsibility included setting up business offices in Kolkata, Dhaka & Kathmandu for clients like ITC, Eveready, GPI, Unilever etc ;
 - B) **Mafoi Management** as Consultant : **June 1998-Feb 1999**
 - C) **Wester International** as Area Sales Manager, New Delhi : **Aug1996-May1998**
 - D) **Procter & Gamble** as Territory Sales Officer ,Rajasthan: **June 1994-July 1996**

6. **Other Professional Associations :**

- A) Director Consultant, BNI Delhi South
 - B) Life Member Procter & Gamble Indian Alumni
 - C) Speaker at CMO Summit 2012
 - D) Key Panelist : Rural Marketing Workshops, CII e-Govt Summit
 - E) Marketing Seminars at B Schools like XLRI, IMT, Amity, BIMM etc
7. Other interests –Biking & Travelling, Photography, Cooking, Mentoring & Writing