

Vaneet Vadhera

Professional Summary

Results-driven Brand Strategist with over 15 years of experience in global market research, business strategy, brand development, and business growth initiatives. Proven track record of helping organizations identify market opportunities, build strong brand positioning, and execute strategic growth plans. Experienced in working across diverse industries with a strong focus on data-driven decision-making, stakeholder engagement, and delivering measurable business outcomes.

Professional Experience

Brand Strategist | New Businesses

Swisscom | October 2019 – May 2023

- Led brand strategy initiatives for new business ventures and emerging markets
- Conducted in-depth market research and competitive analysis
- Developed go-to-market strategies and brand positioning frameworks
- Collaborated with cross-functional teams to launch new offerings
- Supported business expansion through data-driven strategic planning

Senior Manager | Business Development

Ultra Tech Solutions | March 2016 – September 2019

- Managed strategic partnerships and enterprise client relationships
- Identified new market opportunities and revenue streams
- Led proposal development and growth initiatives
- Supported brand visibility and expansion strategies

Manager | Business Strategy and Planning

Innovantes IT Solutions LLP | January 2013 – February 2016

- Developed business growth strategies and market entry plans
- Conducted market research and business feasibility analysis
- Worked closely with leadership on strategic planning initiatives
- Managed performance tracking and execution roadmaps

Assistant Manager | Global Market Research

Digital World | June 2007 – April 2012

- Conducted global market research and industry analysis
 - Prepared research reports and strategic insights for leadership
 - Supported brand and product positioning strategies
 - Analyzed market trends and customer behavior patterns
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Skills

- Brand Strategy
- Market Research & Analysis
- Business Strategy & Planning
- Business Development
- Go-to-Market Strategy
- Competitive Analysis
- Brand Positioning
- Growth Strategy
- Stakeholder Management