

SANDEEP SRIVASTAVA

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BRANDING AND MARKETING COMMUNICATIONS

Consistent record of leading successful brand transformations across industries. Steered teams to invigorate brands and reach leadership positions in competitive markets with strategic and innovative marketing roadmaps. Adept at the entire progression chart from conceptualization to implementation, and have the ability to marshal creative pragmatism across scales and organization cultures. Effectively authored brand progressions across diverse media vehicles and channels of consumer connect.

A keen desire to share my learnings with the youngsters has led me to undertake various initiatives. Over two decades conducted various training programmes. This shaped my foray into academia. Drew on my experience in interacting with management trainees and line managers to arrive at an immersion on education. Focused on engaging conversations to make the content delivery more inclusive, contemporary and actionable.

ACADEMIA

NARSEE MONJEE INSTITUTE OF MANAGEMENT (NMIMS) | 2017 – Present

Designed new courses and restructured the hoary across the Undergraduate, Graduate and Post Graduate courses. Rather than being a provider of textbook content, approached my sessions as a facilitator of an engaging and enlightening conversations that drew upon my professional, expertise, experience and real world case studies.

Visiting Faculty (Dec 2017-Sept 2023), Assistant Professor (Oct 2023- Present)

Pravin Dalal School of Entrepreneurship & Family Business Management (E&FBM),

Understanding Customers and Value Creation - Integrated MBA : Carve out a niche by creating a strategy framework to develop customer centric organizations that deliver long term value and stay ahead of the curve.

Introduction to Psychology - Bachelor of Business Management & Marketing : Establish the correlation between psychology and the business aspects of organization & human behaviour for firms to stay relevant and competitive.

Franchise Management - Bachelors in Business Administration : Understand the very concept and its intricacies to enable the consideration of the same in the business expansion strategies.

Socially Responsible Advertising - Bachelor of Business Management & Marketing : Impart the knowledge of what can impact a brand in the field of marketing communications from a socially responsible perspective.

Growing Business in a Global Setting - Bachelor of Business Management & Marketing : Asses global market opportunities; their scope and challenges to devise market entry strategies from a 4P perspective.

Visiting Faculty, School of Business Management, (Dec 2017-Sept 2023)

Real Estate Marketing - PGDM (Real Estate Management) : Elucidate the principles of marketing and its related activities to bring alive the fact that marketing can be a growth driver and not limited to lead generation.

Service Marketing - Executive MBA : Application of the concept and tools to take strategic decisions in creation and promotion of new services or embellish the existing offerings.

International Marketing - Executive MBA : Develop an analytical capability to analyze international marketing situations for key decision making with a special reference to external macro factors.

Marketing Management - MBA (Law) : Enable the legal eagles grasp the principles of marketing and its related activities to establish the correlation between marketing and the other aspects of business.

Strategic Marketing - Executive MBA : Get acquainted with the marketing planning tools, strategies and frameworks to comprehend the linkages between business environment & corporate strategy.

ECOLE INTUIT LAB-FRENCH INSTITUTE OF DESIGN & INNOVATION | Jan 2019 – May 2023

Applied my experience in marketing communications to structure the courses as per industry requirements. Delivered the content to elucidate the fact that design is not just a creative output but part of a larger strategic process. Crafted the subject of marketing as a stepping stone to cutting edge design and not just an academic excursion.

Visting Faculty, Visual Communications

Introduction to Marketing - Lab III (Undergraduate) : Grasp the principles of marketing and its related activities to enable a deeper understanding and an appreciation of the need for the creative output.

Strategic Marketing - Lab Pro (Graduate) : Establish the link between the business environment, corporate strategy, and marketing strategy. Thereby enabling the creation of the creative strategy that precedes creative.

WORK EXPERIENCE

EVOLUTION STRATEGY ADVISORS Dec 2017 – Sept 2023

Head of Mumbai Operations

Leveraged technology to co-create a diagnostic based consulting module. An Innovative approach to garner insights on brands and business processes across categories. Enabled organizations improve sales and profitability by providing strategic directions to enhance efficiencies across their sales & marketing operations.

TRITON COMMUNICATIONS | Aug 2011 – Nov 2017

Sr. Vice President

Spearhead key account development programs that target, penetrate, and launch business growth. Created innovative account retention programs to differentiate key clients from competition. Earned the interest of clients and professional audiences with impactful presentations illustrating the benefits and value-added solutions of advertising. Integrated diverse media such as print, broadcast, radio and digital to effectively leverage the brand solution. Analysed the advertising program to ensure it holds the capacity of fulfilling the client's sales, profits and customer base targets. Prepared the contract and finalised the terms and conditions of advertising services.

Eureka Forbes : Grew the market share from 55% to 67% by co-authoring the brand strategy to enable the paradigm shift in the client's business model. The brand has redefined leadership in the water purifier category.

Bloomberg TV: Launched the channel as the organic extension of the world's largest financial news network. Differentiated the brand in the Indian context. It became a strong contender in the business news genre.

WaghBakri Tea: Positioned the brand as a social catalyst and contemporized it to garner a larger pie of the category. It is now the third largest tea brand in India.

Force Tractors: Relunched the Tractors by encapsulating the core expectations of the farmer to bring alive the brand promise. It registered double digit growth year-on-year.

WhiteTone Face Powder : Repositioned the product to fill the gap between the needs of the consumer and the offering of competitor talcs. It went on to become the largest revenue generator for the Vini Group.

FCB ULKA | 2003 – 2011

Client Servicing Director

Led the development of brand strategies across the spectrum of clients to maximize potential. Managed all audience development touch points and associated components, from inception to successful completion. Identified new growth opportunities and best practices based on emerging trends, competitive business intelligence and consumer insights. Kept team members motivated and engaged by fostering an environment that encourages independent thinking and creative solutions to complex branding problems. Leveraged campaign performance metrics along with market research insights to drive business results.

Amul : Repositioned several key brands to give them the competitive edge amidst well ensconced national and regional competition. With an in-depth understanding of the varied food habits across the country's multi-cultural and diverse palate, strategized to cater to the ever-evolving consumer. Contemporized the brand whilst retaining its core identity to consolidate Amul's position as India's leading food brand.

Tata Consultancy Services (TCS): Authored the global campaign to help differentiate the brand from a host of service providers and compete against the benchmark brands across continents. Helped garner new business.

Life Insurance Corporation of India (LIC): Handled key assignments to add relevance to trust, a value intrinsic to the brand. Helped build substantial assets against competition from the new age insurers.

ICICI Bank: Launched the bank in Canada. Exceeded the assets target well within the timeframe given.

UTI Mutual Funds : Relunched the brand to help it tide over a difficult phase. Extensively worked to develop the retail base and is one of the most profitable AMC's till date.

Zodiac : Developed strategies to ensure that the brand stands apart and is perceived to be true to its positioning in the dynamic retail space.

INTERFACE COMMUNICATION | 2002 – 2003

Account Director

Determined and confirmed financial contributions from partners for brand marketing initiatives. Developed and identified new marketing programs and materials to support businesses accordingly. Initiated and led weekly meetings; set agendas and follow-up actions for the client and agency partners. Supervised adherence to project timelines and workflow processes; collaborating with team members to ensure that all deadlines were met.

Directed creative team concept sessions, helped reference and highlight creative copy to integrate with all relevant marketing materials. Headed the Direct Marketing team for Mahindra and Mahindra, Goodlass Nerolac and Emerson Network Power. Launched several initiatives that enabled the clients' relationship programs to move beyond loyalty and result in increased customer lifetime value.

DATAMATICS DIRECT | 2001 – 2002

Senior Manager – Business Development

Handled planning, operations and analysis assessment for revenue potential in business. Formulated strategies to reach out to unexplored market segments and customer groups for business expansion by developing desired products. Built healthy relations with major clients and ensured maximum customer satisfaction. Re-launched the organization from an operations service provider to a fully integrated Direct Marketing Agency. Converted short term assignments in to long-term profitable relationships.

DIREM MARKETING | 1998 – 2001

Business Development Manager

Examined opportunities for organic growth within the company. Conducted sustained research and gathering of data and relevant information to develop successful business proposals. Compiled reports based on analysis, presented business plans, profit margin analysis, and business risk assessments. Analyzed data to evaluate existing and potential business and program opportunities. Headed the Indian operations of a new media concept called Z-CARD™. Successfully positioned it as Pocket Media distinctive from other ideas. As the head of the Partnership Team, worked on enhancing the loyalty programs by associating the brands with tangible benefits.

RICOH INDIA | 1994 – 1998

Territory Manager, Key Accounts

Ensured delivery of high quality customer support and acted as a liaison between top tier clients and management. Generated monthly reports as per changes needed in product to better suit client needs. Supervised field sales team and trained them on presenting the new products to potential clients. Positioned the brand as the enhanced alternative to the market leader, thus establishing it against well ensconced competition.

KORES INDIA | 1992 – 1994

Sales Executive

Built customer pipelines for expected business. Solicited existing and new customers for business opportunities. Offered discounts and deals where appropriate. Promoted the business by working closely with the marketing team. Created detail proposed quotations. Awarded the 'Highest Sales Achiever' Award of the branch, 93-94.

EDUCATION

Master in Marketing Management | 2000

Narsee Monjee Institute of Management Studies

Bachelor of Arts (Economics & Commerce) | 1992

Jai Hind College, University of Mumbai

Pursuing Ph. D. in Management | **Batch 2023** Narsee Monjee Institute of Management Studies

PERSONAL

My interests out of office are diverse. I enjoy listening to music and watching films across genres, both popular and eclectic. My passion for travel complements my desire for new experiences and has helped broaden my perspective. I was a boxing junior state champion and continue to be an actively involved with sports. Above all, I enjoy growing up once again with my fifteen year old daughter.