

Present position

- **Founder: Brand Kiln Private Limited**

Work Experience

- **Teaching: 10 years**
- **Research/Industrial: 23 years**

Personal Profile

- ❖ Result-oriented professional with **nearly 23 years** of rich & extensive experience in **360 Marketing, Digital Transformation, Branding, Strategic Communication, Product Management & Corporate Strategy**
- ❖ Ongoing **PhD- Metaverse & Didactics** from Pune University
- ❖ Proven excellence in breaking new avenues, developing business, driving revenue growth and proactively conducting opportunity analysis by tracking market trends & competitor moves to achieve market-share metrics.
- ❖ Delivered **Web 2.0 and Web 3.0 Strategy** for multiple brands across categories in line with digital transformation vision
- ❖ Expertise in harvesting untapped business opportunities and effectively developing channel partners, resulting in deeper market penetration & consumer traction across **startups, promoter organizations and global MNC's**
- ❖ Excellence in devising brand segmenting, targeting & positioning strategy; skilled in augmenting brand visibility through Web 3.0 and Web 2.0 digital marketing, strategic communications and brand-positioning
- ❖ Planned, organized and strategic internal & external communication initiatives that supported business turnaround, built equity in the corporate brand and strengthened employee engagement
- ❖ Managed all aspects of product marketing including product enhancements, competitive analysis, market forecast and product positioning
- ❖ Proven track record of delivering holistic corporate strategies thereby elevating brand stature, forging strategic alliances, driving revenue and growing profits in competitive markets

Course(s) Taught (Only Titles)

1. Corporate Communication
2. Digital Media & Media Ethics

Field of Specialization/Areas of Interests

- Metaverse / Web 3.0
- Brand strategy & Marketing

Education

- **Ph.D. – (Metaverse & Didactics):** from April 2022 till date (ongoing)
Title of the Thesis: The Path to Metaverse: a study of organizational training conducted in immersive environments
Name of University / Institution: Pune University / DMCS
Year of Award (ongoing)
- **Master of Arts- (Philosophy):** 2020
 Pune University / SP Colege
- **Bachelor of Science- (Geology):** 1997
 Fergusson College, Pune University

Fellowship/Awards/ Certifications/Achievements/Recognitions

1. Dow Diamond Award
2. Star Performer- Mercedes-Benz India

Employment History

Example:

1) **Organization : Brand Kiln Pvt. Ltd., Pune**

Role : Founder

Duration : 2.5 years (ongoing)

Responsibilities	<ul style="list-style-type: none"> • Establishing business verticals like Metaverse, Consulting, Brand Solutions and eLearning with pertinent value offerings. • Providing advisories to clients on go-to-market, 360 marketing and Web 3.0 use cases
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2) **Organization : OTE Group**

Role : Group Head- Marketing

Duration : 2 Years

Responsibilities	<ul style="list-style-type: none"> • Delivered network strategy and franchisee operations
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	<ul style="list-style-type: none"> • Oversight of all marketing operations for 25+ global brands in company portfolio for Middle East region
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3) Organization : Mercedes-Benz India

Role : General Manager- Strategy, Communications, Product, Business Intelligence

Duration : 10 Years

Responsibilities	<ul style="list-style-type: none"> • Country leadership team at Mercedes • Ensure resonance and competitive differentiation for brand in India
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Consultancy Services

- AJP Group, Pune as Chief Operating Officer (external designation)
- Embarq Motorworld (Independent Director)