

About

- Extensive experience of 4 decades in various fields of advertising and marketing communications, particularly in media research, media planning & buying, account management, new business development, etc.
- Worked in senior positions - Vice President of various organisations, Media Services Director, Brand Communication & Planning Director, Media Director, Account Director, etc. Was responsible for business planning & development and profitability of business
- Spent 21 years in various agencies of the WPP Group (Group M- Mindshare, JWT (HTA), Contract & IMRB) in Mumbai and Kolkata
- Attended various international and national seminars, training programmes, short courses and workshops on advertising and marketing both as a delegate and as a faculty
- Was actively connected with various advertising industry forums and committees and Ad Clubs in Mumbai and Kolkata. Served in NRS Technical Committee and Services Sector Sub Committee of CII Eastern Region

Academics

- BA Honours In Economics from Presidency College, Calcutta (1968)
- MA in Applied Economics from Jadavpur University (1970)
- Attended MDP courses in advertising and marketing in IIMC and IIMA (1979 – 1988)

Teaching

- 2011- present: Adjunct Faculty in Symbiosis Institute of Media & Communication, Pune
- 2012-present: Visiting Faculty in St. Xavier's University, Calcutta Media School, etc.
- 2010-2011: Adjunct Faculty in MICA
- 1987-2008: Served as guest/visiting faculty in various reputed management institutes across the country
 - MICA-Ahmedabad
 - IIM-Calcutta
 - XLRI-Jamshedpur
 - IISWBM-Calcutta
 - Business Management Dept., Calcutta University
 - NIM, Calcutta

Research

- Researching in business of media
- Writing & editing case studies on Indian media

Publications

- Has written various articles / papers on advertising and marketing in trade journals / magazines / newspapers
- Is a consulting editor for www.mxmindia.com and writes a regular column MediaSense <http://www.mxmindia.com/category/columns/mediasense-media/>

Consulting

- 2008-2010: Worked with Aideas, a consultancy firm in Kolkata as Managing Partner
- 2011-present: Working as an independent consultant in marketing & media investment management