**Anish**

# E: anish.88890@2freemail.com

# SENIOR MANAGEMENT EXECUTIVE

A thorough marketing & communications professional, offering over 15 years of measurable success working with premier multinational corporations and advertising agencies, in audience engagement and action, through strategic marketing, branding, advertising in conventional and social communications channels, market research, planning and budget management as well as business development.

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| *Key examples of success*Completely developed a not-for-profit brand from scratch – strategy, equity, reach, impact, response and successImpacted an estimated Asia-wide audience of over 25 million by developing smart marketing plans within a limited budget* Increased revenue by 18% through strategically developed, branded, marketed and implemented B2B offer across 11 locations
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“*Anish is an exceptional marketing professional with real integrity and enthusiasm for what he does…*”

Iftakhar Baz

Oman Tourism Development Company

# Core Competencies

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| Strategic Marketing | Marketing Communications | Branding |
| Advertising | Sports Marketing | Market Research |
| Media Management | Cross Cultural Relations | Key Business Partnerships |

* Industry Sectors worked: Non-Profit | Sports | Retail | FMCG | Marketing Services | & more
* Value added Qualifications: UK – Marketing, Market Research | India – Marketing, Commerce
* Geographic oversight: Asian continent | South Asia – India, Sri Lanka | West Asia – UAE, Oman
* Leadership profile: Mature | Detailed | Team Building | Sound Decision Making | Integrity

Professional Narrative

**Safety First LLC, Muscat 05 / 2012 – Present**

***General Manager (also Marketing Director – Al Wahaibi Motor Sports)***

Safety First is an independent, not for profit, road safety organisation, which campaigns to reduce the number of road accidents and fatalities in Oman by 50%, by the year 2020. Safety First was formed in 2012 by international rally champion Hamed al Wahaibi and Oman national team captain and English Premier League star Ali Al Habsi. Safety First works with the Government and numerous societal stakeholders to develop and implement long term awareness campaigns that will put an end to dangerous road behaviour by informing, engaging and empowering people to make safer decisions when using the roads. More information on the organisation can be found at [www.safetyfirstoman.com](http://www.safetyfirstoman.com).

• Created and implemented the marketing strategy including road safety campaigns, business partnership development, on-ground activation events as well as social & media marketing communications

• Developed the branding, implementation, control and progression strategy. Established the brand leadership and equity within 6 months of inception (e.g. the only NPO to be invited to the WSIS world summit, Geneva)

• Led the marketing to multiple stakeholders including the Government of Oman and private sector business entities resulting in cash funding and associate partnership deals (e.g. Oman Air Cargo, Oman Sail)

• Created policies and managed recruitment and staffing, infrastructure setup including technology, budgeting & finances, vendors, etc.

AI Wahaibi Motor Sports (WMS) is a unique, premier motorsports company conceived and created by Oman's legendary rally driver and champion, Hamed AI Wahaibi. WMS has the best in class, international standard, professional skill sets and technical know-how to deliver a gamut of products and services related to motorsports, including training and development.

• Supported development of marketing strategy for WMS range of products/services

• Initiated marketing/sales of DMACK range of tyres in Oman

**Asian Beach Games, Muscat 2010 04 / 2010 – 02 / 2011**

***Marketing Manager***

• Developed, reviewed/modified and oversaw Olympic Council of Asia’s (OCA) 2nd Asian Beach Games marketing communications strategy. Led implementation across athletes, officials and spectators, successfully impacted a conservatively estimated Asia-wide audience of over 25 million

• Managed/supported USD 6.5 million marketing budget, time lines and operations, overall advertising, look & feel, promotional road-shows, design/production of marketing and technical materials, set ups and branding

• Delivered innovative marketing communications across non-traditional media: (*an Oman first*) decals on airplanes, videos on IFE, livery, airport branding; other ground vehicles and venues, internet forums, etc.

• Led/supported integration of sponsor-linked marketing as well as OCA/MABGOC official/technical events building up to the Games including Technical Delegates conference, Welcome Dinner, Fashion Show, etc.

• Led on design and production of post-Games reports/publications. Produced and delivered over 100 communication products through 4 different vendors

• Liaised with OCA on branding guidelines; international media marketing activities through ESPN. Was the brand custodian for OCA/MABGOC with National Olympic Committees of 45 participating countries, handled all branding queries and resolutions

• Reviewed/evaluated and managed/supported marketing & non-marketing 3rd party agency/vendor proposals and contracts in the Support Directorate. Negotiated average additional value worth 20%

**Publicis SABCO Art, Muscat 12 / 2008 – 01 / 2010**

***Account Director***

• Represented/led the agency’s client interface team with specific focus on client retention, acquisition and revenue generation. Ensured USD 2.6 million billing in 1 year and retained key agency accounts in a highly revenue challenged business environment

• Formulated/supported & manage marketing communication strategies, creative concepts, media planning and production on behalf of clients. Resulted in 12% savings on client budgets

• Created/delivered over 15 pitch presentations to potential clients in 1 year. Created a work process model termed *i-cubed* – Insight, Ideate, Implement

• Handled additional responsibility of Acting Agency Head for 6 months, managed the 30-member team, finances, operations and reporting to Group Board

**British Council, Chennai 09 / 2004 – 10 / 2008**

***Head Marketing and Communications (South India)***

• Strategically developed, branded, marketed and implemented a business-to-business offer involving multiple products/services distribution across 11 locations; resulted in 18% revenue increase

• Transformed the Chennai office into a Top 5 Global British Council business-to-customer service excellence centre, by designing, improving & implementing, critical marketing communications information storage & access systems

• Led the India & Sri Lanka region on market intelligence acquisition, by providing quality research and analysis/insights into target markets & audiences, for developing strategic marketing initiatives across a range of products/services and channels, resulted in improved customer perceptions, experiences & outcomes

• Interfaced and created quality relationships with local/national media channels and enhanced British Council’s positive reputation, by using intelligence garnered through improved contacts database management

• Regularly profiled regional activities in worldwide internal media, leading to improved exposure about South India directorate activities

**National Publishing & Advertising (NPA),** Muscat 11 / 2002 – 07 / 2004

*Account Supervisor*

**J Walter Thompson (JWT), Bangalore** 03 / 2001 – 10 / 2002

*Senior Account Representative*

**Enterprise Nexus,** Bangalore 04 / 2000 – 02 / 2001

*Senior Account Executive*

**AC Nielsen ORG MARG,** Bombay07 / 1998 – 03 / 2000

*Senior Research Associate*

# Qualifications

**Professional Diploma in Marketing** (Bachelors equivalent)2007

Chartered Institute of Marketing, UK([www.cim.co.uk](http://www.cim.co.uk/))

**Advanced Certificate in Market & Social Research** 2006

Market Research Society, UK([www.mrs.org.uk](http://www.mrs.org.uk/))

**MBA (Marketing)** 1998

Faculty of Management Studies, Maharaja Sayajirao University of Baroda, India

**Advanced Post Graduate Diploma in Computers and Systems Management** 1995

UPTRON - Academy of Computer Learning, India

**Bachelor of Commerce (Advanced Accountancy & Auditing)** 1995

Gujarat University, India

# Other Information

Date of Birth: 30 March 1975

Valid Driving Licenses: UAE –, Oman –, India –

Nationality: Indian

Languages: English, Hindi, Gujarati, Malayalam, Arabic (beginner)