

Mr. H.L. Cadambi *Sr. Consultant, brand-comm*

H.L. Cadambi, an IIM Calcutta alumnus, has over 30 years of experience in the field of marketing & communication. He started his career as an Executive in the projects division of Balmer Lawrie & Company Ltd. He later joined IMRB International where he was involved in a plethora of activities from being incharge of multinational accounts such as TVS Suzuki, BPL Sanyo, Eskayef (GSK) etc. to setting up and heading IMRB South. He has worked with a wide range of categories including pharmaceuticals, food & beverages, automotive, hotels, telecom, social causes viz. AIDS, Infant Mortality etc.

His expertise covers many Market Research techniques, tools and domains: quantitative & qualitative methodologies, brand tracking & audits, concept & product testing, advertising, brand equity, customer and stakeholder satisfaction

Mr. Cadambi has won accolades for his efforts in developing innovative practical applications for sampling designs, data collection methodologies and cross functional process efficiencies.

He also has been exposed to a few years of experience in organization development and management for handling process description & documentation, ISO certification and cross functional processes and interactions.

He has to his credit various interactive sessions that he conducted on client servicing, team building, time management etc and was also the Principal coordinator for Lyceum (IMRB's training program) for 11 years. He has been a consultant with various research, advertising and communication companies, working on Human Resource development and training, Client and Account management and on Strategic Planning. He has lectured at various MBA institutes among which IIM, Calcutta and Bangalore; ICFAI Business School; Sri Lanka Institute of Marketing; Advertising Club Bangalore, SDM Institute for Management Development are a few to mention.

Mr. Cadambi loves reading biographies, history, humour, science, social issues, etc. He is also an ardent fan of cricket, tennis and golf. He likes to travel and explore different cultures & cuisines.