

Mr. Ramanujam Sridhar *CEO, brand-comm*

Ramanujam Sridhar is a communication consultant, author, columnist, teacher, trainer, cricket enthusiast and a passionate social activist. A postgraduate in Management from IIM Bangalore and an MA in Economics from Loyola College, Chennai, Sridhar had spent over six years in the banking industry, and in his own words “counted other people’s money and wrote other people’s Fixed Deposit receipts” before entering the fascinating and often frustrating world of advertising.

After completing over 25 years in the business and holding high-profile positions such as CEO of Pratibha Advertising (now Quadrant), Executive Director, RK Swamy BBDO and Executive Vice President, Mudra Communications, Sridhar founded Brand-comm, in 1998. Brand-Comm is a niche communications company headquartered in Bangalore with seven offices pan-India. Its range of services include brand consulting, advertising and public relations. Several well known brands such as the Future Group, MetLife and Dalmia cements are clients of Brand-Comm.

He is a former President of the Advertising Club, Bangalore and a former president of the IIMB Alumni association. IIM Bangalore has recently awarded Sridhar as a distinguished alumnus of the institute. He was honoured by the Madras Advertising Club for his service to the advertising profession in South India. He is on the board of Custommerce an organization committed to improving the quality of service in the country.

Sridhar is a visiting professor in several leading management schools in the country including IIM, Bangalore. As a guest lecturer at Cornell University, USA he spoke on “Branding in India.” He is on the management committee of a few prestigious management institutions in Bangalore. He also counsels students at ISB, Hyderabad on career options.

Often referred to as the “Third Umpire’ because of a fortnightly column that he writes under this pseudonym in Hindu Business line Sridhar has his own blog which addresses issues in branding and cricket as well.

He has published three books - “One land one billion minds’, a best seller in India and its sequel “Googly Branding on Indian turf’. He recently launched his third book in Tamil ‘En Vazhi Thani Vazhi’ and is now writing a text book on advertising and brand management.

He has custom-designed programs on branding and communication for major corporations across the country. Oracle, Tata Teleservices, Hindu. Lowe and 3M are a few of them.

A professionally trained counselor, Sridhar helps and guides many distressed individuals at Vishwas a well-known voluntary organization in Bangalore. He is a trustee of Vishranti, an organization committed to helping senior citizens. He is involved with ‘Prerana’ an organization which helps deserving children to go to college. A part of the proceeds of the royalty of the book “Googly” will go to this cause.

He has recently founded a charitable trust in the name of his late mother to help the education of poor students.