

## **Know your Professor**

Rajesh Nair is a Visiting Professor at NIAM. He is a Clinical Professor of Marketing at Asian Institute of Management, Manila. Concurrently, he is Senior Vice President and Advisor with Karvy Insights, the research and strategy business-line of Karvy group in India.

Rajesh Nair is an industry practitioner with over two decades of experience in Market Research, Marketing Analytics, Consumer Insights, and Marketing Strategy. He has advised businesses on growth strategies by leveraging market and consumer knowledge. He is an expert in Innovation, Product Optimization, Brand Health, Brand Growth, Segmentation, Positioning, Pricing, Communications, and Social Marketing. He has consulted for clients across industry domains – consumer packaged goods, food and beverages, consumer finance, electronics, media, automotive, agribusiness, tobacco, social sector, and public systems – on varied problems in marketing. He has developed client-proven proprietary models in Advertising Measurement, Brand Health and Strategy, and Consumer Segmentation for the companies he has worked with.

He has had extensive experience in P&L management, cost leadership, and process improvement in reputed companies. He has held leadership positions, crafted strategy, led client engagements, and managed client-facing teams.

He is a former Executive Managing Director of AIM Consulting, the research and advisory unit of Asian Institute of Management. Previously, he was Executive Director (Customer Marketing & Revenue) with TIME & FORTUNE magazines. Prior to that, he was Executive Director, Service-Line Leader and member of India Leadership Team at Ipsos, world's third largest market information and research company. As Director and Regional Practice Leader (Asia Pacific, Middle East, and Africa) for Consumer Segmentation at A.C.Nielsen, he oversaw client engagements in STP in over twenty countries.

Rajesh Nair has been passionate about teaching and training. During 1999-2004, he was a full-time member of the faculty at Institute of Rural Management, Anand (IRMA). He has facilitated MBA courses at XLRI, TAPMI, and Shiv Nadar University in visiting capacity.

Prof. Nair is a Director on the Board of AIM Consulting at Asian Institute of Management, Manila. Aside, he sits on the Advisory Board of Medha, an NGO dedicated to upskilling youth in Tier 1 and Tier 2 towns in North India.