

SUKARAN THAKUR

sukaran.thakur@gmail.com · +91 9725 387 586

[linkedin.com/in/sukaran/](https://www.linkedin.com/in/sukaran/)

A Brand Consultant by profession and a Marketing and Business Law graduate with research & teaching experience across culture, communication & business management

ACADEMIC EXPERIENCE

CERTIFICATION

NATIONAL ELIGIBILITY TEST

July 2018 | Management (017) | Qualified for Assistant Professorship

ADJUNCT FACULTY

CULTURE & COMMUNICATION AREA, MICA, AHMEDABAD

- **Self as a Brand:** Building up on concepts of Branding, Self-Reflection, Psychology & Sociology, the course attempts to answer the elusive question, “*what kind of brand would you be, if you were a brand?*”. The course explores Brands as a collection of Value Systems, Personality Types & Personas
- **Applied Semiotics:** Applied Semiotics is a two-part module that explores communication codes across industries and how they can be understood & manipulated to create high impact communication using a mix of theoretical frameworks and real-life case studies.
- **Imagining India:** Imagining India is a flagship Core Course for students of PGDMC at MICA. A part of the Culture & Communications area, the course aims at showcasing the plurality of India’s culture and how marketing leaders must incorporate this lens to building effective brand campaigns and organizational plans.
- **Design Thinking:** Design Thinking is a three-part module that aims at teaching the basics of design essentials, the theory behind good visual design & incorporating the same using tools such as PowerPoint for every day corporate communication & presentations.

ADJUNCT FACULTY

BUSINESS MANAGEMENT, MICA, AHMEDABAD

- **Corporate Governance & Transformation:** Brand Governance is a part of the Corp-Gov specialization, available to PGDMC Students which focuses on the creation of an exhaustive Brand Book and the setting up of the requisite frameworks for its effective execution.
- **Data Visualization:** Data Visualization is a course on how to look at data, form hypotheses, and tell a story effectively to convey the crux of the matter in an interesting way. The course is meant to expose students to all the techniques available to them via Tableau for effective data visualization

VISITING FACULTY

FUNDAMENTALS OF BRANDING & MARKETING

GURUKUL SCHOOL OF DESIGN, JAIPUR &

NATIONAL INSTITUTE OF AGRICULTURE MANAGEMENT (NIAM)

BMB is an introduction course to help students from a diverse background – designers, fashion experts & agriculture-oriented business managers also act as competent marketing managers. It includes understanding Design & Law, Digital Marketing Basics & Fundamentals of Marketing

VISITING FACULTY

VISUAL DESIGN FOR PRESENTATIONS, SYMBIOSIS INSTITUTE OF OPERATIONS

Visual design for Presentations introduces students to the basics of good design, how to translate those principles to slides and how to use Microsoft PowerPoint as an effective tool for creating presentations

GUEST SPEAKER

SALES PROCESS & MANAGEMENT, SPEAK IN, GURGAON

This module explores the stages that help turn a potential lead into a lifetime loyal customer by breaking down the Sales Process into manageable and measurable steps.

GUEST SPEAKER

BRANDING MASTERCLASS, GO HIVE, GURGAON

Branding for Start Ups brings select theoretical frameworks essential for drafting a brand strategy and trajectory outline, especially for the dynamic environment in which start-ups operate.

SPECIALIST

CONTENT MATTER EXPERT, UPGRAD, MUMBAI

Helped create content, both theoretical & case study based practical application for UpGrad's online course on Digital Marketing Fundamentals; Issued in association with MICA

PROFESSIONAL EXPERIENCE

APRIL 2020 –

PRINCIPLE PARTNER, ICE STUDIOS

ICE Studios is a Brand Consultancy rooted in Semiotics & Consumer Insight Mining. With expertise across Brand Development, Digital Consulting, Media Buying & Production



OCTOBER 2019 –

DIRECTOR, HERITAGE GROUP | SATIKVA

The Heritage Group consists of Heritage Satikva Resort, a 40 Suite - 4 Star Resort nestled in the middle Himalayas in Manali; Heritage Homes, a 5 Bedroom Airbnb in Kullu, HP; Heritage Weaves & Crafts, an authentic handloom & handicraft retail & manufacture hub and Natraj Orchards, a collection of organic apple orchards



JUNE 2017 – SEPTEMBER 2019

BRAND MANAGER, WILLS LIFESTYLE | ITC LTD

Led ITC Lifestyle Retailing Business based out of Gurgaon as the Brand custodian for Wills Lifestyle. Led the largest rebranding effort for WLS with a proposition change to becoming India's first all-natural-fiber brand.



MAY 2016 – JUNE 2017

MARKETING MANAGER, LANCOME & KIEHL'S

Assigned marketing manager for L'Oréal's flagship luxury brand Lancôme & accessible skincare brand: Kiehl's. Worked under leadership of the APAC office based out of Hong Kong



JUNE 2015 – MAY 2016

REGIONAL RETAIL MANAGER, L'OREAL LUXE

Assigned regional manager for North India & Kolkata for the designer brands (Giorgio Armani, Ralph Lauren, YSL & Diesel) and led the regional office out of Gurgaon



GIORGIO ARMANI

ADDITIONAL ROLES

AUGUST 2019 –

MENTOR, KRAFTSHALA

Kraftshala is a training and assessment platform and the largest online educator amongst students of top 60 business schools in India. Kraftshala's mentorship program connects students with industry experts for supplementing their B-School education.



SEPTEMBER 2018 – NOVEMBER 2019

EXECUTIVE PRODUCER, FLOWMO PICTURE COMPANY

FlowMo Picture Company is a video production studio based out of Delhi specializing in outdoor & adventure sports content creation.



NOVEMBER 2018 –

COUNCIL MEMBER, GERSON LEHRMAN GROUP

GLG is the world's largest advisory organization that connects professionals with experts for project basis consulting



APR 2013 – MAR 2014

MANAGEMENT ADVISORY COUNCIL, DELOITTE INDIA US

MAC is a leadership advisory body that guides Deloitte's relationship with top campuses across India



RESEARCH WORK

DISSERTATION

ROLE OF BOLLYWOOD MUSIC IN IDENTITY CREATION FOR PEOPLE IN EXILE

2014 | MICA Ahmedabad | Through qualitative techniques & ethnographic research conducted in Manali & Dharamshala (Himachal Pradesh) this study establishes the idea of an identity in exile, & the role played by Bollywood music as an influencer to the identity, especially as the entry point to the Hindi language and a gateway to the various derivative cultural codes

RESEARCH NOTE

LANGUAGE & GENDER

2013 | MICA Ahmedabad | This paper explores the way structures embedded in the language Hindi & English play a role in propagating gender roles within the Indian subcontinent.

GUEST AUTHOR PIECE

THE ART OF A GOOD FIT

2018 | SpeakIn Professional Network | Using Hollywood casting techniques as the premise, the piece explores how organizational HR practices can be improved to find a better fitment for employees and as a hiring practice.

EDUCATIONAL QUALIFICATIONS

2012 - 2014

PGD MANAGEMENT COMMUNICATIONS, MICA, AHMEDABAD

- **CGPA:** 3.45/4
- **Brand Management:** FMCG Branding, Luxury Branding, Sales and Distribution, Services Marketing, Innovation Marketing
- **Market Research:** Advanced Qualitative Research, Consumer Insight Mining, Applied Areas in Research

2013 - 2016

MASTERS IN BUSINESS LAW, NATIONAL LAW SCHOOL, BANGALORE

- **CGPA:** 3.7
- **Corporate Law:** Law of Taxation, Investment Law, Banking Law, Corporate Law, Intellectual Property Law
- **Civil Law:** Contract Law, Industrial Relation Law, Environmental Law

2009 - 2012

BACHELORS OF APPLIED SCIENCES, HANSRAJ COLLEGE (UNIVERSITY OF DELHI)

- **First Division:** 67.85%
- **Applied Sciences:** Physics, Chemistry, Mathematics, Programming, Operating Systems, Network Development

2020

TABLEAU EXECUTIVE SPONSOR, CERTIFICATION

- **Curriculum:** Tableau Desktop Specialist, Data Science & Organizational Implementation
- Executive Sponsors are responsible for driving the decisions and strategies that enable organization's aligning the use of analytics with strategic initiatives.



AREAS OF INTEREST

CULTURE & COMMUNICATION

- **Visiting Faculty:** Core teaching experience in Applied Semiotics & Imagining India as a part of the Culture & Communication area at MICA
- **Dissertation:** Impact of Bollywood Music on Identity Creation
- **Corporate Experience:** Campaign & Brand management for Indian brands (Wills Lifestyle) and foreign brands operating in India (Lancôme, Kiehl's)

FMCG MARKETING & BRAND MANAGEMENT

- **Guest Lecturer:** Brand Governance and management & creation of Brand Books
- **Consulting Projects:** Brand development for organizations across Beauty, Shipping, Apparel & Content Production
- **Corporate Experience:** Regional Manager for Retail for L'Oréal and Brand Custodian for Wills Lifestyle