

Nitin Beri



Contact Details

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Purposed at developing strategies that aspire to build strong brands and bring behaviour change. Strategies that are insightful, creatively appealing and have a mass attraction.

“A successful communication campaign strikes the right chord with the consumer when it’s simple, relatable, clutter breaking, reaches the right audience and is actionable”

**Marketing &
Communication Lead**
with Clinton Health
Access Initiative
(Associated since
December, 2014)

Behaviour change is key to any marketing or communication campaign. Using a scientific and data driven approach helps achieve the desired results. My role at CHAI is to provide strategic and communication support on Cancer, SRH & Safe Abortion, Diarrhoea, Pneumonia, Nutrition, and TB programs. Key responsibilities and achievements are...

- Conceptualisation and development of strategy and communication messages that are insight driven and follow a scientific process of brand development.
- Flagship campaigns developed like IDCF (ZincORuS) and SAANS campaigns on Diarrhoea and Pneumonia. These campaigns became national-level campaigns for the central government.
- Data-driven and on-field pulse oriented robust and targeted mass & digital media campaigns that lead to high awareness and behaviour change indicators.
- Strong on-ground implementation with customised efforts corroborating with data led segmentation for desired results.
- Development of SOP's and processes for on ground implementation that lead to consistent delivery of messaging, which in turn ensures impact.
- Periodic market visits to understand the on-ground situation to assess the reception of marketing activities. Learn new insights and taking feedback is the key to improvement of future interventions.
- MIS and AI provide relevant insights as well that can further enhance and sharpen communication messages that increase probability of getting the behaviour change expected.
- Ensuring message consistency across assets, data driven judgements and decisions to drive home the full mileage & ROI
- “Aaj ke Mr and Mrs ka Khushali formula” found great reception with the Ministry at the state and national level. The impact study showed high recall and likeability for demand generation materials with the beneficiaries and health care workers.
- Campaign called “Boli IRON ki Goli” was well appreciated by the state government of Madhya Pradesh.
- The “Kadi Nazar Pneumonia Par” campaign in MP was targeted to improve compliance to the national guidelines on Pneumonia.

Previous Experience

DGM Marketing at Somany Ceramics Ltd (Mar'13 – Nov'14)

Establishing a contemporary brand appeal and improving shopping experience was the aim. Devising innovative strategies that help achieving the objectives and fuel growth of the brand.

- Product Marketing Strategy - Brand architecture / brand communication consistency
- Brand strategy/positioning: Conceptualize and plan Somany's Brand strategy.
- Product Go-to-market strategy: Plan and execute all marketing initiatives related to new product launches media releases, ATL, BTL, catalogues and retail activation.
- Develop new brand and customer engagement initiatives simultaneously ensuring alignment with growth strategies.
- Prepare annual marketing & promotional calendar & budget.
- To make SOP's and ensure alignment of the same for distribution of samples, catalogues and BTL support to the retail partners.
- Responsible for Visual Merchandising, provide trade with smart and more effective merchandising.
- Responsible for exhibitions & event management. Coordination with dealers, Architects, Engineers, Masons & plumbers.
- Collect primary and secondary market research data and draw consumer insights that helped in marketing campaigns and product development.
- Establish processes and systems with partners – creative Agency, PR & digital agency, Media agency, Product Development & Sales teams internally.

"Marketing Head – Air Conditioners" LG Electronics Pvt Ltd (Jul '07 – Feb '13)

- Product Marketing Strategy - Brand architecture / brand communication consistency
- Marketing activities - Lead development of all ATL and BTL activities required for product promotion & development and implement need based marketing calendar, Control and track budget
- Marketing Communication delivery: Marketing mix efficiently guided by media / brand funnel, ATL / BTL focus and brand objectives.
- Shopper Marketing: In-store position competitiveness, develop and implement in-store solution & Creation of marketing material for all shopper marketing activities
- Category Consumer Research - Initiate consumer research and develop plans for action. Analysis of ORG data and market visits to get first hand VOC and insights.
- Responsible for Sales & Marketing of Inverter AC's - Managing all India targets and Key account partners, supply chain, trade negotiations, display management and ensuring marketing needs are met.

Previous Experience

Group Account Manager at SurfGold India Pvt Ltd (Feb'06 to Jun'07)

Account Manager Euro RSCG Advt. Pvt. Ltd. (Jul' 03 to Jan' 06)

Account Executive FCB Ulka Advg Pvt. Ltd. (Jul' 99 – Jun' 03)

SurfGold India Pvt Ltd (Asia's premier relationship management consultancy)

Client handled – HP

Develop creative strategies and solutions to drive the loyal customer base

Prioritize projects, objectives and goals of program

Program performance measurement and recommendations

Support processes, standards and resource allocations to ensure successful execution of projects

Voltas Air Conditioners

- Involved in the conceptualisation and implementation of TVC, print campaign, retail
- level and below the line activity. Formulate standardisation for the entire ATL and BTL activities.
- 2005 – Campaign did wonders for the brand. Sales up by 30%, category growth rate only 20%. Market share grew from 9% to 14% in just two years.
- 2004 - Breaking category convention – Voltas launched the mass AC – Mkt share increase of 25%, became No 3 player.

Schneider Electric - Created and implemented the comm. plan for MG and TE (sub-brands). Broke away from the international format and created communication relevant to the Indian context.

DT Cinemas - Launch of new mall & biggest food court in India – DT Mega Mall.

- A/C's: Coca-Cola, Mother Dairy and Samsung
- Co-ordination with media- planning and operations, creative, art, copy, digital & manual studios, production (non-print/print/films) - internal & external suppliers, finance and account planning.
- Negotiating with suppliers and vendors for all brand related activities.
- Anchoring projects and coordinating work with branches all across India.
- Plan, manage and execute research requirement on blue-sky projects.
- Worked on "Kids-mood" and "Auto-mood" as the main projects.
- Acquired learning through being a part of the regional strategy development team.
- Exposure to intense advertising operations on an extremely active FMCG business.

Academic & Personal Profile



- P.G.D.B.M. (Mktg) - IILM, New Delhi, 1997-1999.
- Advanced Diploma in Advertising & Marketing, 1996.
- Graduation (B.Com) - Delhi Coll of Arts & Commerce, 1995.
- Schooling at Manav Sthali School, New Delhi, 1992 batch.



An organised and effective project manager; skilled at seeing the big picture and identifying tasks to facilitate on-time and cost-efficient completion.



Strong leader & team player; supporting team members towards personal & professional goals.



Exceptional Integrity & passion for excellence. High rigour & good analytical skills.



A confident and concise communicator; able to prepare and deliver presentations with clarity.



Good athlete, energetic, cool, poised, mentally strong, much organised.