

Nomit Joshi

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With close to two decades in branding and marketing with a proven track record of building a billion US\$ brand in India, I specialize in elevating brand value and market presence across diverse sectors like technology and household goods. I excel in launching and nurturing new brands, from inception to dominance. My expertise spans crafting compelling advertising, orchestrating impactful product launches, and driving growth through direct outreach, digital marketing, SEO, and influencer collaborations.

EXPERIENCE

Shrisankhyam Research and Analytics LLP

NEW DELHI, INDIA

Co-Founder and Designated Partner

August 21 onwards

- Business development for the data science vertical of the company and got Noora Health, Narayana Hrudyalaya, Maulana Azad Medical College and Intellicap as clients for the company.
- Advising brands on Go to market, Brand management, India entry strategy and Digital Marketing.
 - Consulted brands like Sculpt Partners, Libra Mattress, Garrud, Bridgeway Medical Systems, Mobile ki Dukaan and USAID for Go To Market, growth Strategy and Communication outreach.
 - Helped www.MobileKiDukaan.com in their launch and 500 retailers got onboarded in 3 months.
 - Consulted Bridgeway Medical Systems as a marketing strategy consultant and developed the GTM strategy for Multidex, this product got prescribed by 500 doctors in just 3 months.

Brilloca (Hindware)Ltd

GURUGRAM, INDIA

General Manager, Marketing

Dec 18 to July 21

- Launched tiles, a completely new category for the company, which encompassed brand conceptualisation, brand architecture, brand positioning, setting marketing processes and team building.
- Crafted a cutting-edge digital-first marketing approach centered around leveraging the power of social media, compelling content marketing, and strategic influencer collaborations. Through this strategy, we successfully engaged with influential figures such as architects and interior designers, fostering relationships that led to their endorsement and recommendation of our brand.
- Successfully penetrated international markets, including Australia, Bangladesh, and Oman, by utilizing digital marketing to identify and secure valuable partnerships.
- Brand registered a turnover of 85 crores with branded retail presence spanning 80 traditional stores and 5 immersive experiential outlets for the brand within a remarkable timeframe of less than one year.

Gionee India Pvt Ltd

NEW DELHI, INDIA

Marketing Head

June 13 to Dec 18

- Launched Gionee in Indian market in the year 2013 and made it to the top 5 brands with 6% market share in 2 years. The brand registered a YOY growth of 400%, 20% and 200% in the first 3 years.
- Led the development and execution of a synchronized Go-to-Market strategy, uniting company departments for seamless implementation across 30,000 retail stores, 15 retail chains, multiple e-commerce platforms, and 48 brand stores. This strategy ensured broad market coverage and alignment with brand objectives.
- As Marketing Head, I strategically leveraged cricket, football, hockey, and badminton to boost brand preference. This included sponsorships with Kolkata Knight Riders, Royal Challengers Bangalore, and Shillong Lajong FC in leagues like IPL and I-League, as well as central sponsorships for PKL and PBL. I also enlisted brand ambassadors like Alia Bhatt, Virat Kohli, Prabhas, Diljit Dosanjh, and Dulquer Salmaan to enhance brand visibility.

- I played a pivotal role as a core team member in orchestrating a comprehensive global rebranding initiative. My contributions were recognized, and I was entrusted with leading the execution of this exercise across multiple international markets, with the exception of China
- As the head of marketing, I spearheaded the development of an innovative app designed to optimize retail marketing operations. This initiative resulted in a remarkable 20% increase in efficiency and throughput for our branded retail stores.
- During my tenure, I successfully positioned Gionee as the most talked-about digital brand in the mobile phone industry for three consecutive years from 2014 to 2017. Additionally, Gionee achieved notable recognition as one of the most visible brands during the IPL seasons of 2016 and 2017.
- I cultivated a high-performing and cohesive marketing team of 65 members, overseeing marketing operations with an annual budget of 700 crores.

HCL Infostystem Ltd.

Brand Manager

NOIDA, INDIA

Sep 11 to June 13

- As the brand custodian, I held the critical responsibility of safeguarding the brand across 11 Strategic Business Units (SBUs) spanning IT Services, IT Security, IT Hardware, Mobility, E-Learning, and After Sales Service.
- I spearheaded the successful launch of the Me tablet, propelling it to attain market leadership with a significant 20% market share.

Lowe Lintas India Pvt Ltd .

Brand Services Director

GURUGRAM, INDIA

May 05 to Sep 11

- Accountable for revenue and creative output for assigned brands as an account director.
- Successfully launched brands including John Miller, Bare, Tasty Treat, DJ&C, Lombard, Carlsberg, and Tuborg in the Indian market.
- Contributed to iconic campaigns such as Inventive Thinking, Happy Eyes, Touche, Pocket Talkies (LG Electronics), My First Nokia (Nokia Singapore), Kuch Nahi Bigrega (Somany Tiles), and Chalta Rahe (Greenply).

I have also worked with RMG David – A WPP Company and Brand Curry communications between 2003 and 2005.

EDUCATION

PGCPAMS

IIM Kashipur

KASHIPUR, INDIA

March 22 to July 23

MBA – MARKETING

Kumaon University, Nainital

NAINITAL, INDIA

July 01 to July 03

B.Com

Kumaon University, Nainital

ALMORA, INDIA

July 97 to June 2000

VOLUNTEERING AND TRAINING

- Taught Brand Management in 2018 as guest faculty at IIM Ranchi, IMT Nagpur and MDI Murshidabad.
- Working actively with The Wishing Factory, NGO, working in the area of Thalassemia and helping them in their marketing initiatives. Provided pro bono marketing consulting to The wishing Factory , A NGO working on Thalassemia. The Wishing Factory's campaign, #UltHokeThalassemiaRoke won the EFFIE in 2021