

GUEST LECTURE

On

CUSTOMER EXPERIENCE MANAGEMENT

ORGANISED UNDER

INDUSTRY INSTITUTION INTERFACE

Target audience:	II Semester “A, B, C, & D” Section
Date	: 29 th May, 2018.
Time	: 2.30pm- 4.00pm
Venue	: Seminar Hall
Resource Person	: Mr. Dinesh Chandra, Academic Consultant

PROFILE OF THE RESOURCE PERSON: MR. DINESH CHANDRA

Marketing & Sales professional with experience across Consumer Durable, FMCG, Telecom, Services sectors. Has a proven track record of winning consumer confidence, building brands & delivering outstanding business results. Has nurtured global brands like Samsung, Sony, Kohler, Yamaha, ConAgra Foods, Airtel& Ogilvy in his corporate career. Placed in the Campaign India ‘A List’ 2011 (Most Influential Marketing Professionals) Expertise in Strategic Brand Management, Product marketing, Strategic Alliances and Partnership, Start-up Scaling, Digital Marketing, Customer

acquisition, Execution, Go to market, Launches, Channel Strategy, Consumer Strategy and Insights, Marketing Research, Retail , Advertising, Media, , Events, Continuous improvement and Innovation.

The session commenced at 2.30 pm . The resource person introduced the concept of strategy and how strategy is used in managing and positioning the brands. He explained this concept very effectively with the help of videos and further encouraging discussions. He touched upon very popular cases like TATA Nano, Duracell and so on.