

Marketer Turned Professor Turned Storyteller

Dr Amit Nagpal is a business storyteller with special interest in brand storytelling, data storytelling and social media marketing through storytelling. He has more than two and a half decades of experience as teacher and practitioner of brand management and media marketing including television, print and digital/new media. He has authored 4 books including Amazon bestseller, "Personal Branding, Storytelling and Beyond".



He believes "**Digital is Magical**" and stories are the most powerful tool to build both brands and bonds. "From Marketer to Professor to Storyteller", the six words tell his life story. He is a member of Della Leaders Club, a platform for global domain experts. He is an Advisor to several startups and NASSCOM community.

Coaching

He has been coaching CXOs, tech entrepreneurs, startup founders and coaches in personal branding and storytelling since 2012.

Training & Facilitation

He has been training middle to senior management professionals and startup founders in business storytelling and allied areas like brand storytelling, data storytelling and social media marketing through storytelling for more than a decade. Clients served include Accenture, Tata Communications, Jaipur Rugs, STC India, AMA Herbal, Natural Remedies, ICF (Delhi & Mumbai chapters) and so on.

Community Building & Leadership

As a Founder President of Bloggers Alliance, (bloggers & influencers community with 1000+ members), he focuses on :-

- Mentoring students from IIMs, MDI Gurgaon, BIMTECH, We School-Mumbai, IIFT etc in live projects & Internships.
- Building the Bloggers Community in India (including video bloggers, podcasters & other digital creators)
- Prepare Strategic plans and blueprint for member outreach and learning (Events eg bloggers meets, Twitter chats, Webinars etc)