

# ARINDAM BISWAS

- (+91) 9886629402
- [Abiswas1982@gmail.com](mailto:Abiswas1982@gmail.com)
- [www.linkedin.com/in/arindambiswas82](http://www.linkedin.com/in/arindambiswas82)
- [www.thechangepotential.com](http://www.thechangepotential.com)

## Business & Brand Strategy. Business Coaching.

My combined work experience of 13 years with For-Profit businesses, Global Advertising firms as well as Social Enterprises equips me to look at a broad range of businesses in a holistic manner. I am passionate and skillful in developing a 'Business Ecosystem' geared to deliver positive impact to the society as well as guide individuals to develop businesses for positive social impact.

### Rise Legs: Department Head; Business Development

2019 Jan- till date

Rise Legs is a start-up social enterprise that provide high quality Prosthetic and Orthotic devices at a very affordable cost. All devices are aimed at the middle to lower middle class families from developing nations.

- I am deeply involved in the bedrock of the **Organisational strategy creation, product portfolio and pricing strategy, scale up efficiency, capacity building, partnership collaboration modelling, team development**
- I also play a central role in the overall operational management of the organisation.

### Business Coaching: [www.thechangepotential.com](http://www.thechangepotential.com)

I am passionate about growing **Human Capital through Idea Currency**. I help individuals to gain clarity about their business venture and grow them from an idea stage to a scale up stage., be it an NGO, Social Enterprise or regular For-Profit business.

- Mentored **14** individuals so far with close to 50% of them being in the prototype stage.
- My website highlights about my coaching program called 'changepreneurship'

### Landmark Group: Splash Fashion, Head, Marketing

2018 May – 2019 Sept

Landmark Group, one of Middle East's largest fashion businesses with a very strong foothold in the Indian market. I headed the marketing for one of the fashion brand, Splash, in India at a national capacity.

- Budget planning & Management.
- Repositioning of the brand.
- Brand equity research.

### Skill Set: Professional

- Business growth & Brand Strategy
- Marketing Strategy: Go-to-market plan Development
- Communication Strategy
- Social Enterprise Management
- Project Management
- Consumer Research (*Qualitative & Quantative*)
- New Product Launch strategy
- Innovation Strategy

### Skill Set: Leadership

- Team Development & Management
- Mentorship
- Conflict Resolution

### Skill Set: Innovation

- Gap-Canvas Analysis
- Human Centric Design Thinking
- Idea Filtration

### Languages known:

- English
- French

## Arvind Lifestyle Brands: Senior Manager, National:

Arvind is one of India's oldest, largest and most prestigious fashion retailer. I was in charge of building a value fashion brand called **Unlimited** in a market steeped with well-established players. Arvind was a late entrant into the value fashion category.

- Played central role in developing '**Neighbourhood Marketing Strategy**':
- Grew the business from 30 stores to 70 stores.
- Played central role is revenue growth of close to 75% year on year.
- Positioned the brand as '**The Family Fashion Store**' aimed at the great Indian middle class.

## MullenLowe Group: Brand Services Director

2014 April – 2016 March

One of the world's leading integrated marketing communication network agency. I was in charge of growing a branch of the agency to handle conflicting clients.

- Grew the branch from 1 client to 7 clients within 2 years along with respective revenue growth.
- Handled all brands with a lean team to maintain profitability.
- Scoped the market, identified and led the pitches for close to 14 clients and **won 7** of them. **50%** conversion ratio.

## J. Walter. Thompson:

Account Director: 2016 April – 2017 March

Account Manager: 2009 Feb – 2014 March

One of the world's leading integrated marketing communication network agency. Across both the stints I led the servicing for a portfolio of brands from **United Breweries**, one of the largest alcohol brand in the world.

- Launched Kingfisher Ultra and Kingfisher Strong Fresh
- Grew revenue on the account by close to 10% year on year.
- Led an iconic advertising campaign named 'Divvied by team. United by Kingfisher' for 5 years that grew the brand equity year on year at a steady pace.

## Grey Global Group: Account Executive

2007 April – 2009 March

One of the world's leading integrated marketing communication network agency. As a first jobber, I was entrusted with servicing the agency branch's two of the biggest clients; **3M** and **Britannia**.

- Played central role in launching a **curd brand** and a **snacking brand**.
- Received '**Brave Heart**' award for my valuable contribution to servicing brand 3M.

## Education:

**Fearlessentrepreneuracademy.com:** Certificate, Business coaching

**AMANI INSTITUTE:** Post graduate certificate in social innovation & Impact 2018 – 2019

<https://amaniinstitute.org>

**IIM BANGALORE:** Certificate, Digital Marketing Program

**MUDRA INSTITUTE OF COMMUNICATION (MICA):** Post graduate in advertising and PR management  
April 2012 – April 2013

<https://www.mica.ac.in>

**IDEAS Management**

**Consultants:** Certificate, De Bono Thinking System. Certificate of Merit.

**SRI AUROBINDO INTERNATIONAL CENTRE OF EDUCATION (SAICE):** BSC; chemistry & biological sciences

Year of graduation: 2004

<https://www.saice.in>

## Other accomplishments:

- Awarded the **best sports person** of the year
- One of the **youngest captain** of men's Basketball, Football and Hockey team in college.

