

FPM (INDUSTRY) 2015

Name: Subhendu Pattnaik

Area: Marketing

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Educational Qualifications: Subhendu Pattnaik is B. Tech. (Electrical) from NIT Rourkela & Gold medalist in M.B.A (Marketing & IT) from S.P.Jain, Singapore.

Overall Experience: 11 Years (Since 2003)

Present Employment: Since 2014, Director of Marketing at Gallop Solutions, Responsible for instilling greater brand recognition and trust with clients and build the thought leadership brand of the organization. Also responsible for account based marketing, digital marketing and lead generation.

Previous Employments: Subhendu has 11+ years of experience in IT Services, predominantly Marketing, specializing in Digital. He has worked in large-scale organizations like Infosys & Tata BSS as well as has ground-up experience in setting up the entire marketing function at start-ups like Mindfire Solutions. Currently he heads the marketing for Gallop Solutions with functions spanning Field marketing, Partner & Vendor Relations, Analyst & Advisory Relations, Events & Conference Management & Branding, in addition to leveraging digital marketing channels for lead generation and promotion.

Profile Summary: Marketing professional, Visiting Faculty for Marketing to MBA colleges, Editorial Columnist.

Papers & Tutorials:

Subhendu has written many papers/ articles on Marketing for leading newspapers papers & journals including Orissa Post, Competition Refresher, Competition Success Review and more.



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