

FPM (INDUSTRY) 2016

Name: Sudipto Mazumder

Area: Strategic Management

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Educational Qualifications: Sudipto holds a bachelors degree in Mechanical Engineering from Jadavpur University Kolkata and a Post Graduate Diploma in Management (PGPX) from Indian Institute of Management Ahmedabad. His other professional certifications include PMP (PMI), EPBM (IIM-Calcutta) and Digital Marketing (XLRI - Jamshedpur)

Overall Experience: 20+ years

Present Employment: He is currently an Associate VP at Wipro Ltd (BPS), leading products, solutions and strategic alliances for retail, consumer goods, manufacturing, hi-tech and government sectors.

Previous Employments: Prior to Wipro he has worked in organizations including Philips Consumer Electronics, Honeywell Technology Solutions and TATA Autocomp Systems in various senior technology and management capacities.

Profile Summary: Sudipto brings forth more than two decades of rich global experience across multiple industry domains and sectors. This includes consumer durables, industrial products and automotive in manufacturing and IT-ITeS

in services, spanning across multiple geographies. His work encompasses new product/service offering development and launch, program management, business development, strategy planning and execution, global alliance management and M&A support.

Papers & Tutorials:

Sudipto's publications include

- *Why Your Brand (And Budget) Can't do Without Transparency in Digital Marketing*
Publication date Oct 17, 2016 Digital Marketing Magazine
- *Taking Control of Your Online Reputation*
Publication date Mar 25, 2016 Pulse Magazine by IAOP
- *From Brick to Click - Making the Transition*
Publication date Nov 20, 2015 Outsource Magazine

