

VIKRAM JAYANAND

MARKETING PROFESSIONAL

Profile

I have been using behavioral science, data and experience to inform and shape marketing strategy, deliver insights and help marketing teams to realize value from their marketing investments over the last 10+ years of the 18 years in total that I have spent in the marketing and sales space. I advise my clients on adopting marketing technology to achieve their broad objectives and act as their strategic partner and change enablement agent as they implement these tools.

I aim to bridge the gap between marketing and technology and strive to highlight the outcome of the steps being taken to the client, whether this is a simple SEO tweak or a large CDP deployment. As part of my work, I also develop and run training programs in marketing measurement and analytics, marketing strategy development and B2B Marketing

I have worked with international companies, especially in the EMEA region and the Nordics and later in SE Asia for a large part of my career. I combine all that I have learnt from these wonderful cultures to deliver high impact solutions for my clients.

EXPERIENCE

CO-FOUNDER AND PRINCIPAL CONSULTANT

Spi3l LLC

Feb 2020 - present

- A boutique consulting firm I launched to help companies achieve their marketing objectives by solve technology issues in marketing. I focus on strategy as well as execution and focus on segmentation, churn, Martech adoption and optimization, data engineering
- Functioned as their marketing strategy partner to understand their key objectives and based on this input develop a marketing plan
- Worked with clients like Black & Decker, McCain, Phillips, Decathlon and The Australian Trade and Investment Commission
- Developed a strong network of technology providers who are able to deliver solutions in AR/VR, ML and AI based analytics, on-demand.
- Develop and deliver training programs in marketing measurement and analytics for clients.

VP - MARKETING AND BD

Syvylyze Analytics Pte Ltd

2016 - 2020

- Setup the sales and marketing function at Syvylyze
- Led expansion into the EMEA and Singapore region, established an office in Singapore.
- Worked on delivering insights, creating reports, dashboard design and change management as required for clients like Nielsen, WWF, Birkenstock among others

EDUCATION

MBA

Copenhagen Business School
-Marketing, Strategy, Innovation

BACHELOR OF COMMERCE

University of Mumbai

TECH SKILLS

- Google Analytics (UA and GA4)
- Google Tag Manager
- SQL (For EDA)
- Excel / Powerpoint
- Canva
- Multiple CRM's (Hubspot etc)
- CDP's - Segment and similar
- Google Data Studio
- Python (for EDA and AI)

COUNTRY MANAGER

Intellishore A/S

2012 - 2016

- Was employee number 4 when Intellishore started up. It is now one of the top 20 consulting firms in Denmark
- Co-created the change engagement model which was used across various clients like Maersk, Novo Nordisk and others.
- Conducted market research (both primary and secondary) for Danish SME's looking to explore the Indian market and devised market entry strategies for them.
- Worked on BI strategy and Analytics projects for clients
- Workshop facilitation for change management projects

MULTIPLE ROLES IN MARKETING AND BD

IT & ITES companies

2003- 2011

- Was responsible for business development and marketing across the UK and EU geographies for IT enabled services and IT products.
- Worked primarily in the IT enabled services space within GIS, Multimedia and engineering services.
- Focussed on strategic partnership building, creating market specific collaterals

SOFT SKILLS

- Presentation design and delivery
- Good communication and presentation skills
- Negotiation skills
- Experience in working with clients across geographies
- Cross cultural marketing capabilities