

Josraj Arakkal

MEDIA & COMMUNICATION

Academic Profile

S I M C, PUNE

Adj. Professor | Since June 2012

Faculty associated with MBA : Communication - Media Management (Subject specialist for Strategic Media Planning & Buying)

ITM BUSINESS SCHOOL, NAVI MUMBAI

Consultant - Marketing | Since June 2014

Faculty with the Marketing department (Subject specialist for Marketing Management and Integrated Marketing Communication).

Education

NMIMS, MUMBAI UNIVERSITY

Masters in Marketing Management | 1992-95

BHAVAN'S COLLEGE, MUMBAI UNIV.

B.Sc (Statistics) | 1983-86

IIM KOZHIKODE

EDP in 'Personal Innovation, Creative Thinking & Decision Making' | 2012

Industry Profile

- Career spanning over 30 years in the area of strategic media planning and buying for brands basis market and consumer insights
- Managing P&L of a media agency operations
- Fostering strong relationships with the media partners
- Client management and business development

Credentials (highlights)

VIZEUM (NOW PART OF DENTSU AEGIS)

General Manager | January 2010 - January 2012

MINDSHARE, BAHRAIN

Planning Director | November 2003 - April 2007

MICA, AHMEDABAD

Visiting Faculty | 2009

WE SCHOOL (WELINGKAR)

Visiting faculty | 2016

MULUND TOASTMASTERS (TI)

Member | Since 2007