



ASHISH N DESHPANDE

CONTACT DETAILS

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SYNOPSIS: A SEASONED CORPORATE COMMUNICATIONS, MARCOM, PR & MEDIA RELATIONS LEADER

A MBA graduate, brings more than 23 years of rich experience, having consistently worked for some of the world's largest, renowned & most respectable engineering, manufacturing, industrial & technology diversified business conglomerates in B2B & B2C space. Spearheading Corp Com., MARCOM & PR function at KOEL across 10 B.U's & within Kirloskar Group of Companies.

KEY DELIVERABLES:

- Diligently build & executed strategic internal and external communications, leveraging PR & innovative digital & social media tactics aligned with the organization vision, values, businesses priorities & goals to bolster the Kirloskar brand image & reputation
- Transformed the progression of Kirloskar Group catalyzing and establishing leading-edge digital & social media engagement platforms to make smarter, efficient & personalized connections across stakeholders, placing it ahead of curve
- Determined efforts to formulate effective & comprehensive integrated MARCOM & PR strategic road map, putting it on high growth expansion plan that delivered strong impact & business growth, evolving from Brand Inception, Launch, Makeover, Promotion & Broadcasting to capturing higher Share of Voice, Growing, Strengthening and Positioning Brands to Boost Brand Loyalty
- Delivered potent ideas, winning brand value propositions, positive brand tone & content combined with right media mix & persuasive 360 degree campaigns creating a memorable top of mind brand recall to promote brand awareness & grow brand advocacy
- Today consequentially arriving at its biggest inflexion point with a rich brand portfolio, acquisitions and new business ventures attaining strong ROI, exponential and profitable business revenue growth momentum YOY along with sizeable market share gains

CORE COMPETENCIES & FORTE AREAS

- **Brand champion** creator and custodian of CIM, brand identity guidelines, roll-out and adherence across all modes
- **Specialist** in creating successful brands, carry out business transformation, makeovers, rebranding and brand positioning to build a strong brand equity
- **Communications strategist** prowess in shaping powerful, purpose and value-driven internal and external communications strategies achieving notable impact
- **Exceptional narrator** with competence in evolving unique brand value propositions to influence, amplify and effectively connect with all the stakeholders
- **Strong work background** in diverse business group structure, and matrix work culture to led a multi-disciplinary team
- **Proficiency to face-lift and augment corporate, group websites, employee intranet** from inception to completion
- **Comprehensive knowledge** of digital marketing tactics, social media engagement platforms and their best practices
- **Demonstrate in depth knowledge** of web analytics, SEO, SEM, Google Ads campaigns to improve ranking, intensify visibility, drive web traffic and generate business leads
- **Steered robust focus driven Integrated MARCOM (IMC)** executing high impact product launch, ATL, BTL, TTL activation, 360 degree brand campaigns & advertorials
- **Well-honed skill sets to design, edit and enrich** entire gamut of marketing & sales collateral, POS, POP material, annual & corporate sustainability report, in-house magazine, e-newsletters and corporate profile at par with global peers.
- **Strong liaising & credible partnership** with all top tier publications, mainstream media channels, beat reporters, trade fair associations, business and financial analysts
- **Keen PR influencer & roll-out expert** with deep expertise of how stories, campaigns are built and performed out to generate positive media coverage and track record of driving media efficiency across all media vehicles
- **Competent advisor to C-suite executives** in preparing key messages, speech, media pitches, briefings, by-line articles, cover feature stories, press release to optimize media mileage
- **Ability to develop and deliver effective employer branding and engagement strategies** putting organization values at core crafting a standout employer brand
- **Successfully planned & launched** impactful education, health, welfare, environmental **CSR flagship programs** at group-level
- **Ingenious at organizing major events**, exhibitions, seminars, conferences, town hall meetings, MD address
- **Strong analytical qualities**, engaged with top MR agencies to conduct high level feasibility study, to attain global benchmarks putting in place best practices, systems, processes and standards
- **Effectively & wisely handled crisis situations and complex media issues** with impressive poise and resilience
- **Well-rounded creative wizard** with high aptitude and 360° perspective of corporate A/V film production, video shoot, product photography milieu having worked with domain experts
- **Diplomatically transformed M&A, business ventures** putting synergy driven structured communications plan in place

KIRLOSKAR OIL ENGINES LTD, Pune

World leaders in Mfg. of Diesel Industrial Engines, Power Generators, Agri. Pump sets & Farm Mechanization products

Key Role and Significant Contribution Include:**Corporate Communications**

- Spearheaded efforts in deploying effective internal communications plans & tools to build a sense of purpose, high spirited, engaged and healthy workplace culture keeping the employees well informed about organization strategic direction
- Deliberately strengthen Group's reputation ensuring the brand tone, contents, values are blended sensibly, propagated and delivered meticulously in a way that resonates with external stakeholders sentiments, values and deserved experience
- Instrumental in design & framework of Annual and CS Reports which is awarded A+ rating for the 4th consecutive time
- Remodeled internal newsletters as an external marketing e-tool propagating to 5 lakh readers with up result
- Optimized brand visibility by spotting prominent opportunities to affiliate with major corporate sponsorship events

PR & Media Relations

- Successfully unfold all in PR campaigns at PAN India level for all new products launches, which delivered measurable impact and drive sales performance across the product lines.
- Possess a high potential and competence to organize effective press meets, press conference, media briefing, conduct in-house media rounds, analyst meets & C-suite executive interviews
- Covered more than 500 positive feature stories, byline articles, press release in over 60 major publications and mainstream media channels, that delivered, increasing KOEL's SoV by 90%
- As company spokesperson, wisely monitored & judiciously tackled corporate reputation in the face of adversity & complex crisis situations, maintaining a positive public image emerging from the crisis stronger and more resilient

Collaborate and Advice the CXO's & Senior Leadership Team (SLT)

- Propose & implement annual MARCOM, brand promotional, NPL, GTM plans that align with business strategic objectives
- Lead the way to establish, revitalize, propagate and reinforce the organization's vision, mission, core values, D&I culture & business strategic goals to create a strong internal and external brand
- Meticulous in priming keynote speeches, core messaging, media statements, bio-pic profiles, presentations, talking points, key announcements, videos, scripts as required for effective internal & external communication
- Suggest speaker forums for key executives at conferences, knowledge exchange platforms & thought leadership venues

Integrated MARCOM

- Regulated the entire MARCOM, promotional expense budget, resource management across BUs achieving the best ROI
- Propelled takeoff of over 50 product launches allowing BU's to penetrate across potential mkts. to achieve taller mkt. share
- Played an integral role in ideation, launch and implementation of KOEL's new brand identity and roll out strategy
- Successfully kick off massive 360-degree iconic Ad. campaign across all touch points for KOEL Green Brand Transformation, increasing the ROI by over 30% & earned media coverage by 75%, generating a big customer buzz
- Launched & strategically positioned Smart Power Tillers, increasing sales growth by 44% achieving category leadership.
- Substantial efforts to reinforce Industrial Off-Highway Engine BU resulting in a record jump of 22% in market share.
- Instrumental in design & launch of Authorized Kirloskar Green Brand outlets increasing footfalls leveraging increase sales
- Pivotal role in transforming KOEL Agri., Fire Fighting Pump & Alternators business increasing the domestic & export sales growth by 61% and 40% respectively, augmenting its overall market share to 45%.
- Active role in launch of KOEL CARE service brand, KOEL Bandhan online service portal, proactive call center, increasing the NPS score rate, inbound enquiries & sales conversions by 25%, whilst brand loyalty.
- Prominent role in launch of KOELiGreen Smart Generators innovative viral campaigns using digital, social, PR media as the prime medium resulting in qualified sales enquiries increasing conversion rate by 30%, reducing media spend by 15%
- Set out impactful annual advertising calendar, ATL, BTL, TTL activation, brand promotional campaigns with appropriate media mix across 10 BU's at National & International level building strong brands and growing sales revenues
- Championed brand promotion across all the BU's, Group's, cross function teams during participation in major events

Drive Digital & Social Media Platforms

- Activated and guided the strategy for all integrated communications framework, digital & social media platforms to make stronger and meaningful engagement with key stakeholders, consistently enhancing KOEL Brand.
- Standout role in expediting, erecting, refurbishing & upgrading company, group and BU websites & employee intranet.
- Considerable efforts put in increasing digital, social media footprints & engagement by 90% driving quality sales lead conversions by engaging via mailers, website (SEO, SEM), YouTube, Facebook, LinkedIn, Yammer and Webcast

ASSISTANT MANAGER MARCOM, PR & MEDIA RELATIONS

JULY 2005 – AUG 2006

CONZERV SYSTEM LTD - Group of Schneider Electric Ltd, Mumbai, Bangalore

World Leaders in Mfg., automation, switchgears, energy conservation & energy efficiency management products

Key Role and Significant Contribution Include:

- Spearheaded all facets of IMC delivering strong value proposition resulting in meritorious brand recall reinforcing its position in market by reaching highest historic annual sales growth milestone
- Determined efforts to take business & digital transformation to the next level making it future ready
- Communication and creative support to Domestic, International events from inception to execution maximizing visitor footfall at the exhibit stall over 200% converting a healthy number of business leads into hot prospects
- Effected the conception & execution of some most memorable Ad campaigns resulting in a buoyant growth of 38% domestic & exports sales over 1 year across the product line
- Reignited PR tactics & media engagements performing pivotal task to foster media coverage to gain dominant visibility

SENIOR ENGINEER MARCOM, PR & MEDIA RELATIONS

JULY 1998 – JULY 2005

MESSUNG SYSTEMS, Pune - Group Company of Mitsubishi Electric Ltd Japan

World Leaders in Mfg. & Trading of FA products, switchgears, invertors, CNC & SPM's

Key Role and Significant Contribution Include:

- Pivotal role in shaping entire MARCOM & PR function in India by advancing capabilities & brand visibility
- Predominant role from inception, ideation to execution of 25 new product launches, go to market plans for all the BU's resulting in strong incremental growth momentum, increasing market share by 40% with a record 60% jump in sales
- Best team leader / pioneer award in recognition of outstanding performance taking complete ownership of design & launch of group website, employee intranet portal & for playing active role in process & system implementation of SAP in India

MARKETING EXECUTIVE

MAY 1996 – JULY 1998

ADOR POWERTRON INDUSTRIES LTD, Pune

World leaders in Mfg. of HV rectifier transformers, control panels, high current AC/DC power sources, UPS's

Key Role and Significant Contribution Include:

- Began brief stint with APIL, under gone 1year extensive marketing training followed by customers and industrial visits

SPECIFIC ENDEAVORS & KEY ACHIEVEMENTS

- Recognized for my thought leadership work in the restructuring & establishing Kirloskar 10 business verticals building unique winning value propositions for the BU's progressing their true potential
- Led the conception, commencement & takeoff of first Make in India "Kirloskar Green Power Ideas" Generator brand
- Independently set off entire launch, press conference, media tour on inauguration ceremony of Kolhapur Kagal Plant.
- Spearheaded the KOEL business transformation, brand makeover & positioning reinforcing its market leadership position, growing its market share by over 35%.
- Stand out performer award to launch dynamic corporate, group & BU websites attaining unprecedented global benchmark
- Recognized for expediting digital transformation priorities & establishing strong digital & social media presence, improving user engagement by 40%, creating strong brand advocates, driving target audience & sales growth.
- Star performance award to launch dynamic employee intranet portal, creating in-house e-magazine at par with global peers
- Successfully delivered engaging & mesmerizing TVCs, corporate A/V films, print & landmark OOH Ad campaigns to propagate, connect & create top-of-mind brand recall fostering sales growth across BU's with minimum media spending.
- Concerted efforts to attain most valued industry awards, honors, recognitions sustaining companies top ranking position

ACADEMIC EDUCATIONAL QUALIFICATION

- **Master's Degree in Management Science (MBA),** **April 2004**
Specialization in Marketing & Advertisement
From Symbiosis Institute of Business Management (SIBM), Pune University
- **Post Graduate Diploma in Business Management (PGDBM),** **April 2002**
From Symbiosis Institute of Business Management (SIBM), Pune University
- **Engineering Diploma in Electronics & Telecommunication,** **April 1996**
From Bharati Vidyapeeth College, New Mumbai