

## “ Poonam Vijay Thakkar

**Industry Expert- Marketing, Digital, Content & Analytics**  
**Head Analytics & Digital Communications (L&D) -**  
**Leading Large Financial Services Diversified Firm**  
**Mentor of Change-Niti - Aayog – Government of India**  
**Governing Council Board Member- VJIM Hyderabad**

### Key Prior Assignments:

Head Marketing & Digital Communications –  
Aditya Birla Money MyUniverse (Digital Arm of ABCL)  
Chief Marketing Officer- Aditya Birla Money Limited  
Group Board Advisor SMC Group-New Delhi  
Country Head- Marketing & Brand- Sanlam  
Investments & Advisors – South Africa  
Sr. Vice President – Brand & Corporate Communications -  
Angel Broking. ”



With close to two decades of rich experience, Poonam is an award winning, 360 degree surround marketing, customer & digital leadership champion. Her experience spans across numerous functions including product & market development, business & brand equity development, strategic (offline & social media) planning & end-to-end marketing operations & Analytics. As the Customer Custodian, she spearheaded many winning campaigns & launched successful products in various different categories of businesses. Being a boundary less, highly self-driven professional with a sharp entrepreneurial mindset, she has been leading from the front the new age digital transformation, technologies leading to building a productivity led data intelligent organisation, and social media strategies championing content brilliance in her current role.

A professional with deep rooted knowledge on the pulse of the market and customer, Poonam enjoys building brand & business expansion strategies with complete directional & operational efficiencies keeping a sharp eye on the top-line of the business in mind. Her passion lies in understanding the target audience, customer research, insights, analytics & experience. She championed corporate & investor communications (internal & external) and have proven expertise in managing regulatory, media & government relations as a part of her larger role in the leadership team. Prior to joining Birla Group, she played significant role in various organizations in the likes of Sanlam Investments-South Africa, Vodafone India, New Indian Express, Man Industries India Ltd & Angel Broking to name a few. Fortunately a major part of her career was spent strategizing & working closely with CEO's & Promoters since 2005, that enabled her with a hands on experience in evaluating various nitty-gritty's of running a business and developing deep understanding on various day-to-day operational business challenges.

An Alumnus of IIM-A,  
Google Certified Ad-  
word Specialist,  
BBA- MBA  
with dual

specialization in Marketing & HR, a certified Six-Sigma Green Belt & most currently an Internationally Certified (ICF & CCA accredited) Life Wellness Coach.

A highly creative & strategic thinker, before moving into the corporate world, she was associated with small screen and All India Radio. Poonam is a well-known Corporate Business Moderator, an Industry Panellist and an established Life Wellness Coach. Her quest for quality is the prime variant that sets her apart from the rest. Her brand consultancy portfolio ranges from NGO's, Infrastructure - Mining, Sports Fitness brands, Business Channels, Advertising Agencies to various Digital Start-up Businesses. She is often interviewed by renowned magazines and newspapers and her views are sought after by international research agencies like Grant Thornton on industry, women empowerment and girl child education related issues and has been contributing her bit to enhance education standards and empowerment in India via Niti Aayog led Atal Tinkering Lab Initiatives. She is a well known speaker on various industry forums, top-b schools, a digital influencer and on the panel of marketing award forums in the capacity of a Judge.

### Industry Awards & Honors:

- 2019- Featured Amongst India's Top 100 Women Leaders in Finance – Association of International Wealth Management in India
- 2018- Top 100 Smartest Digital Marketing Leaders in India – CMO Asia Awards
- 2018- 100 Top Training & Development Minds India – World HRD Congress
- 2017- Top 50 Most Influential Digital Marketing Leaders – Mobile Digital Marketing Congress
- 2017- Femina & Times Ascent - World Women Super Achiever Award in BFSI Category
- 2017- Most talented Marketing Professional-(Financial Services Sector)
- 2016- World Women Leadership Award-BFSI India
- 2015- Star Volunteer Award-for exceptional contribution to FIAI-India
- 2013-2014 ABP News Women Super Achievers Award for Brand & Marketing Excellence
- 2013-2014 Nominated under Top 50 Most Talented CMO's in India by CMO Asia
- 2010-2011- Won 2nd Position "Leader Women in Business Communications Award" India by I-group (Dubai) & AIAI
- 2009- "Order of Merit" 2009 Promotion Marketing Awards of Asia for the All India Brand Building CSR campaign "Investor Education Day"
- 2008- "Midas Awards" Recognition to Only Broking House from India for incredible contribution by financial Marketing & Media Communication's Professional in overall Brand Building.