

Prof. Nirmalya Kumar BComm, MComm, MBA, Ph.D.

Professor of Marketing, Director of Centre for Marketing,
London Business School

CSA CELEBRITY SPEAKERS

Prof. Nirmalya Kumar is one of the world's leading thinkers on strategy and marketing. His acclaimed case study on easyJet demonstrates his ability to interpret market forces. Typically ahead of the game, his latest work concentrates on how organisations must become market-driving, as the era of push marketing is gone. Nirmalya is a celebrated academic, joining London Business School in 2004. He is Professor of Marketing, Director of Centre for Marketing, and Co-Director for Aditya V. Birla India Centre at London Business School.

"Push marketing is dead" Nirmalya Kumar

In detail

Now based in Europe, he previously spent ten years in US academia. Nimalya has worked with 50 Fortune 500 companies (e.g., Akzo-Nobel, IBM, Sara Lee) in 45 different countries as coach, consultant, seminar leader and speaker on strategy, marketing, branding, retailing and distribution. He has also served on the board of directors of Bata India, BP Ergo, and Zensar Technologies and has made more than 100 press appearances including BBC, Business Week, CNBC, CNN, Financial Times, International Herald Tribune, and Wall Street Journal. He has written four business books, dozens of articles and is widely quoted in periodicals

What he offers you

Do you want to position marketing more strategically within your organisation? He will show you how to raise the status of marketing by concentrating on cross functionality and bottom line impact. His most recent work positions him as the Western business leader's insider's guide to the art of doing business with Indian leaders and companies. He believes that the marketing function is currently in crisis and explains why. His teaching skills were recognised with Business Week's highest four-star rating in their guide to MBA programmes.

How he presents

His blend of research and business experience translates into powerful and pragmatic advice. Kumar learned marketing at the knee of Philip Kotler and practices what he preaches with energetic gusto. He is passionate about marketing and willing to espouse controversial positions.

Topics

- Creating Customer Value
- Manufacturing
- Manufacturer-Retailer Relationships
- Romancing the Brand
- From Market Driven to Market Driving

Languages

He presents in English.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us.

Publications

2009

India's Global Powerhouses

2004

Marketing as Strategy: understanding the CEO's agenda for driving growth and innovation