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ABOUT ME

A marketing, sales & innovation professional with 21 years of experience in CPG (Foods & Beverages). My purpose is to "Inspire Progress & help businesses, brands & teams stretch to achieve their full potential"

Currently leading marketing for Diageo's Whisky portfolio > Rs 7000Cr, have done "C" suite innovation role & led both local & global brands (Across 2 iconic global organizations - Mondelez & Diageo India). I have led the transformation of some of the iconic Cadbury chocolate, confectionary brands & Whisky portfolio for Diageo India.

1. Rejuvenated Diageo's Indian whisky portfolio for best-ever performance in the past 13 years
2. Transformed McDowell's No1 to become the "World's Biggest Whisky brand"
3. Built a best-in-class innovation organization @ Diageo India (Best in alco-bev category in India)
4. Turn-around indulgent candy & chocolates in India through holistic brand reappraisals
5. Led the strategic business case that led to entry for Cadbury into Rural markets. Built a complete business, identity (brand, retail), team & product offerings for launching Cadbury Gourmet Chocolate stores.

My up-bringing in a middle-class Sikh family in small town Rishikesh - the land of Yoga & Spirituality has engrained strong values in me. My love & passion for sports & education (IIT -BHU, IIM - Calcutta) & professional journey across the country experiencing different cultures have helped me develop a strong sense of self-awareness & an empathetic leadership approach to building world class teams.

I define myself as a leader whose core strength is to transform brands, businesses, teams & culture. Being an engineer by background & a marketer, business leader by choice - I have a deep love for anything product & the biggest breakthroughs in my career have come when I have focused on delivering superior & distinct consumer experiences.

I am an eternal optimist looking for the glass half full in every situation. I have an inherent hunger to explore possibilities on how to create a better tomorrow & that's where my agility & push for innovation & creativity comes from. I have had the good fortune of inspiring, building passionate & talented cross-functional teams leading to many turn-around stories.

Now I am looking to lead a business that is hungry for significant transformation & wants to build an organization which is respected, has a growth mindset & is proud of its diverse & inclusive culture.

Key areas of expertise: P&L Leadership || Turn around brands & businesses || Digital marketing || Building, leading high performance team || Strategic perspective || Product Innovation

WORK EXPERIENCE

Executive Vice President, Portfolio Head (Diageo India) Oct 2017 - Now
& Board of Director - Royal Challengers Bangalore (RCB) Cricket Team

Rejuvenated Diageo's whisky portfolio: Topline: Rs 7200 Cr, Gross Profit: Rs 2200 Cr, A&P Rs 600Cr & 10 power brands

- In one of the **most complex, un-certain & regulated categories** - Led the strategic rethink on portfolio strategy, comprehensive renovation & creative re-positioning of brands leading **to best-ever MS gain in last 13 years**
- Accelerated to **double digit topline & bottom-line growth** for FY'18 & FY'19
- Led **McDowell's No1 to become the "World's Biggest Whisky brand"**
- Improved **strategic profitability** & built a culture of robust measurement & effectiveness
- Built a **creative & digital excellence culture**, 40 awards & improved brand & social love
- Created an **integrated identity & positioning for RC whisky & RCB Cricket team**

Chief Innovation Officer (CIO - Diageo India) Feb 2015 - Sept' 17
& Member of Diageo Global Innovation Leadership Team

Build Diageo India's innovation team, process, culture & a pipeline worth Rs 1700 Cr

- Created a **pipeline of ideas worth 20% of overall business** from < 2% in 2-year time
- Inspired support from Diageo India & Global leadership with a vision of **"Normalizing the relationship of alco-bev with consumers, customers & society at large"**
- Built **"ONE TEAM" of cross-functional experts** & embedded new age innovation practices
- **Recognition from Global CMO/ CEO: India Innovation team has achieved more in 2 years, which many businesses don't in 5 years**

Category Head: Chocolates July' 2012- Jan'15
(Mondelez India - erstwhile Cadbury India)

Accelerated the chocolate portfolio performance comprising brands like 5 Star, Cadbury Celebrations, Gems & Global gifting brand. NSV: Rs 1500Cr, GM: Rs 600 Cr, A&P: 200Cr

- **Transformed 5 Star, Gems & Celebrations** through improved product offers (addressing core penalties) & **premiumization** by innovating for newer consumer needs & occasions
- **Bold creative platforms** to deliver some of the most loved & iconic advertising campaigns (**5 Star Ramesh-Suresh, Gems Umarless, Celebrations -Diwali, Rakhi & Id campaigns**)
- Successfully dealt with a significant **business crisis of Cocoa inflation**
- Co-led the creation of a **global gifting brand - Cadbury Glow, launched across Asia**

Strategy & New Business Head June' 2010 - June'12
(Mondelez India - erstwhile Cadbury India)

Led India business strategy & new business, white space opportunity identification & execution till proof of concept

- Led the **3-year strategic business plan** with India Exec & APAC leadership team

