

**ARINDAM ROY**

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**Experience in Teaching, Mentoring Student & Marketing****Career Objective:**

To be associated with an educational institution, which provides an educative working environment where I can share my knowledge and experience to update future generation with the challenging corporate environment.

**Total Years of Experience (Industry):** 16 years 2 months

**Total Years of Experience (Education):** 4 years 6 months

**Current Location:** Patna

**Work Experience:**

A result-oriented professional with exposure in quantitative analytical abilities on Marketing Strategies, Benchmarking and Customer Satisfaction Research across industry verticals.

**1. Xavier University from July 2024 till date**

**Designation: Assistant Professor**

**Job Profile:**

- Conducting classes on Corporate Strategy, Principles and practices of management, Production and operation management, E-Commerce and other management papers for BBA students
- Mentoring final year students on their internship and research projects
- Member of the organizing committee of various clubs and other cultural committees
- Member of the organizing committee of faculty development programme

**2. International School of Management from April 2021 till July 2024**

**Designation: Assistant Professor**

**Job Profile:**

- Conducting classes on Corporate Strategy, Service Marketing and Marketing Management for PGDM students
- Conducting classes on Marketing Management, Strategic Management and Logistics for BBA students
- Mentoring final year students for their placement
- Conducting soft skill development classes for final year students
- Member of the organizing committee of sports activity and other cultural activities
- Member of the organizing committee of Marketing Conclave and other academic activity
- Organising Expert Talk and Industry visit for students

**3. IPSOS from September 2018 till March 2021**

**Designation: Senior Research Manager**

**Job Profile:**

- Working closely with Britannia Insights team to understand the requirement of brand/product team and suggesting the way forward
- Responsible for client servicing, end to end project management and preparation of research tool
- Taking brief from the client and working on the proposals, accountable for analysis of data and making reports
- Worked on studies like - Concept, Idea & Product testing, Post Launch, Pack Testing, Usage & Attitude study, Brand/Product Audits, Campaign Evaluation Studies

**4. GfK from November 2011 to August 2018**  
**Designation: Group Manager**

**Job Profile:**

- Delivering solutions for customized research to blue-chip domestic FMCG clients (includes varied Product Testing, Concept Testing, Packaging Research, Opinion Poll etc.)
- Supervising customer, competitor and market intelligence across the marketing spectrum on customer segmentations / product categories
- Instrumental in providing in-sights & way forwards (as applicable), report preparation and presentation of findings with recommendations and strategic/actionable insights to clients

**3. Genpact from December 2009 to November 2011**  
**Designation: Assistant Manager**

**Job Profile:**

- Managing research projects from inception to completion; conducting qualitative research activities and analytical descriptions
- Defining research objectives after thorough consultation with the top management and accordingly designing the research plan
- Providing high quality and insightful directions for appropriate and focused client action

**4. Tata Consultancy Services from June 2008 to December 2009**  
**Designation: Senior Process Associate**

**Job Profile:**

- Analyzing latest marketing trends pertaining to other industrial trends; providing recommendations
- Assisting existing clients identify new product segments and tap into latent opportunities
- Preparing presentations and documents about the client's industry / company after analyzing the strengths, competitive advantage, past trends, etc.

**5. April 2006 to May 2008 at IMRB International**  
**Designation: Field Controller**

**Job Profile:**

- Responsible for conducting market research for various kinds of projects
- Conducting qualitative and quantitative surveys, which includes field interview, focus group assessment or audits
- Making monthly reports for all the jobs. Undertaking job management processes

**6. February' 2005 to April' 2006 at Info Edge India Pvt. Ltd.**  
**Designation: Senior Executive.**

**Job Profile:**

- Formulate strategy in accordance with client expectation
- To expand upon the existing business of the company by generating new clientele
- Analyzing data / conducting research to effectively develop client campaigns

**Certifications**

- Successfully completed faculty development programme on 'Strategic Planning and Implementation in Digital Era' conducted by Central University of Punjab under AICTE ATAL programme
- Successfully completed faculty development programme on 'Strategy: Concepts and Application' conducted by Department of Business Administration, M.J.P Rohilkhand University, Bareilly under AICTE ATAL programme
- Successfully completed faculty development programme on 'Organisational Behaviour for Institutional Growth' conducted by Basaveshwar Engineering College (Autonomous), Bagalkot under AICTE ATAL programme
- **Successfully presented paper on "Ecological Marketing" in ISM**
- **Successfully presented paper on "Effect of Social Media on Marketing Canvas" in ISM**
- **Successfully presented paper on "Pretence of Green Marketing" in St. Xavier's College of Management and Technology**