

AASHISH BHARDWAJ

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Educational Qualification: PGDM (Mktg)

Experience [Industry and Academics]: 15 years Industry Experience & 2.5 years Academics

Independent Consultant backed by an experience of over 21 years spanning across multiple industries including - Automobiles, Service & Hospitality (Timeshare) and Building Construction Material.

Over 11 yrs of hard core automotive experience (Passenger Cars Segment) covering different functions including Business Planning, PLC Management, Product Planning, Pricing, managing Media & Communication, Events & Marketing Research.

Some of the past employers include - Nissan Motors India Pvt Ltd., Hyundai Motor India Pvt Ltd., Maruti Suzuki India Ltd., Fiat Chrysler India Private Ltd., (now Stellantis) and Mahindra Holidays & Resorts India Ltd.

Core speciality: Product & Brand Management, Marketing Communications, Digital Marketing & Strategic Planning.
