

# **Malavika R Harita**

## **My Reason for Being**

Passionate about the power of communication, storytelling and digital marketing. Teaching, mentoring start-ups and empowering women is what drives me....

## **Experience**

November 2018 onwards: Brand Circle

### **Founder and Chief Executive Officer**

Brand Circle is a Consultancy Firm working in the areas of Digital Communication, Storytelling, Mentoring Start-ups, Women Entrepreneurs and Corporate Leaders.

April 2013 till October 2018: Saatchi & Saatchi Focus Network India

### **Chief Executive Officer**

Built and ran a unique knowledge based, specialist communications agency in India which focuses on verticals like Business, Manufacturing, Banking, Information Technology and Healthcare using traditional, digital and social media.

August 2010 to March 2013: Saatchi & Saatchi Focus and Saatchi & Saatchi Health India

### **Chief Executive Officer**

Launched Saatchi and Saatchi Health in India to cater to the pharmaceutical, health and wellness industries in India as part of the Publicis Healthcare Communications Group, the world's largest healthcare communications group.

January 2009 to August 2010: Saatchi & Saatchi Focus India

### **Chief Executive Officer**

Revamped the organization to better serve clients in the Business and Talent spaces with a focus on knowledge of their products and their business processes. Am transforming Saatchi & Saatchi Focus into a knowledge-based communications agency with clients like Infosys, Microsoft, Reliance Polymers, Bosch, Coats, Essar Steel, TNT and ICICI.

February 1998 to January 2009: Saatchi & Saatchi Direct India

### **Executive Vice President**

Set up the organization from scratch to handle the entire gamut of direct response communication activities for techno and B2B clients. Morphed into a full fledged direct impact solutions agency specializing in Business Branding, TechnoBranding and Talent Branding. Grown it to INR 60 million capitalized billing with offices in Bangalore and Mumbai.

May 1996-February 1998: Sista Saatchi & Saatchi Advertising Bangalore

### **Vice President**

Doubled billing of the branch in 11 months. Pitched and won the BPL Washing Machine and Alcatel Telecom accounts against stiff competition. Provided strategic inputs on key accounts, managed the creative and client servicing processes, commercial and administrative functions and HR planning and development.

June 1993-May 1996: Sista Saatchi & Saatchi Advertising Bangalore

**Director, Client Services**

Joined as Account Director in 1993 and was promoted to Director, Client Services in September 1994. Handled Tata Tea, Godrej Agrovvet, MICO, BASF, Coats Viyella, Consolidated Distilleries, Nandi Housing, Caterpillar Engines, Ecomaster Corporation. Was also responsible for new business development.

January 1992-June 1993: Mudra Communications Bangalore

**Account Director**

Joined Mudra in January 1992 as Associate Account Director and was promoted to Account Director in July 1992. Handled BPL - Audio Systems, Corporate, Financial, Personnel, Indian Institute of Management, International Instruments, Consolidated Coffee and Deccan Herald. Also looked after the branch administration.

December 1988-January 1992: Aditya Interiors Bangalore

**Partner**

We diversified from packaging into interior decoration and furniture making in December 1998. I was completely responsible for this diversification and under took several turnkey projects for residential accommodation in Bangalore. I looked after the designing, costing, supervision and developing new business.

June 1982- December 1988: HMT Watch Marketing Division Bangalore

**Manager (Sales Promotion)**

Formalization of the planning process for advertising and Sales Promotion. Introduction of scientific media planning. Providing suitable advertising support for developing the market for HMT Quartz Watches in India. Initiation and implementation of an all-India market survey on watches covering 60,000 households and 350,000 individuals. Initiation of various research studies to gauge advertising effectiveness. Introduction of sales promotion schemes aimed at the consumers and trade. Involvement in the developing of HMT's corporate and marketing plans.

April 1981-July 1981: State Trading Corporation of India Bangalore

**Summer Trainee**

Worked on a strategy for increasing the consumption of Indian Coffee in the local and foreign markets

June 1978-July 1980: Aditya Enterprises Bangalore

**Partner**

This was our family business which my mother and I took over and ran after my father's death in June 1978. I was involved in the firm in both an advisory capacity and on a full time basis. We supplied wooden packaging to companies like Best & Crompton, NGEF, AMCO Batteries, Escorts, Goetze, Kirloskar Electric and Kirloskar Systems. Quadrupled turnover. I was in independent charge of financial management, marketing and general administration.

September 1978- October 1979: Sampath Kumaran & Co. Bangalore

**Articleship**

Learned book keeping, preparation of financial statements for different types of firms and auditing.

## **Education**

2018: Columbia Business School and MIT Sloan School  
**Postgraduate Diploma in Digital Business**

2018: Indian Institute of Management Bangalore  
**Executive Education Program in Teaching Methodologies**

2018: Institute of Directors  
**Certified Corporate Directorship Program**

2018: Columbia Business School  
**Diploma in Digital Marketing: Customer Engagement, Social Media, Planning & Analytics**

1997-98: London School of Economics  
**Program on Globalization by Lord Meghnad Desai**  
Gurukul Chevening Scholar

1980-82: Indian Institute of Management Bangalore  
**Post Graduate Diploma in Management**  
Specialized in Marketing and Finance

1975-78: Bangalore University  
**Bachelor's degree in Physics, Chemistry and Mathematics**

1973-75: Mount Carmel College Bangalore  
**Pre-University Certificate in Physics, Chemistry, Mathematics and Biology**

## **Achievements**

Awarded the first Gurukul Chevening Scholarship for leadership and Excellence in 1997, for a 12-week program at the London School of Economics, under Lord Meghnad Desai, to study Globalization. This scholarship was given to 12 young achievers who have attained a position of leadership in their respective fields, by the British Government. The only person chosen from Advertising and academics.

Trained at Saatchi & Saatchi London, New Zealand and Singapore.

Malavika is the first woman to win the Distinguished Alumni Award from IIM Bangalore in 2013. And is also the first woman to deliver the Foundation Day Lecture at IIM Bangalore in 2018.

She is on the Governing Council of Mount Carmel College and on the advisory board of the NSRCEL of IIMB where she is actively involved in mentoring start-ups in the profit and non-profit sectors. Her current focus is mentoring women executives and entrepreneurs to reach their full potential.

Malavika was President of the IIMB Alumni Association and the Advertising Club Bangalore.

## **Other interests**

Malavika has been teaching Integrated Marketing Communication, Consumer Behavior, Brand Management, Marketing Management and Retail Management at various post graduate institutes in India like the Indian Institute of Management, Bangalore, TA Pai Management Institute, Manipal, Commits Bangalore, Xavier Institute of Management and Entrepreneurship, Bangalore, Indian Institute of Management, Nagpur for the last 25 years because she believes that sharing knowledge is the only way to learn.

She was a classical Bharata Natyam dancer and has performed all over the country besides winning several awards. She also learnt Carnatic classical music

She loves reading, writing, people watching, consumer research and counseling young people and women professionals and entrepreneurs.

## **Coordinates**

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