

Business India

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Succession



Planning in



Indian Industry

FRONTRUNNERS



DREAMING BIG

Himanshu Singh (35) takes his travel very seriously. As the managing director of travel portal Travelocity India, he knows better. With a degree in hotel management from the National Council of Hotel Management, ministry of tourism (PUSA) in India; a masters in tourism and hospitality management; and an advanced general management development programme from IIM-B, the experience he has garnered deserves a rightful mention. Singh started off in Hotel Leela Venture, where he shuttled between many roles – from operations, front office, F&B, etc, he eventually went on to be appointed as a marketing manager. His next career move was to Traveljini.com, an Internet start-up promoted by ICICI Bank. He later joined Taj Hotels Resorts and Palaces as group head of global distribution and electronic sales and marketing. From there, Singh joined Travelocity India as MD. “We are fourth in the overall category and we plan to reach a leadership position by 2011-12,” says Singh. He admits that his journey has been chal-

lenging since he took on leadership roles in marketing and e-commerce without any professional training, and then joined a start-up company. His takeaway from all this: “Don’t be afraid of dreaming big!”

BUILDING BRAND CREDIBILITY

“A consumer must go back not only as the buyer of a brand, but as a believer of the brand,” declares **Samujwal Ghosh** (32). After completing his BE Electronics from the College of Engineering, Sangli, and MBA from the National Institute of Industrial Engineering, Mumbai, he had initial stints with companies like UB Spirits, as a marketing and brand manager, and L’Oreal, as a senior product manager, before he joined the Lodha Group in 2007. With a solid knowledge base in the FMCC sector, Ghosh donned the role of general manager, brand communication, with Lodha, fully aware that the exercise of branding real estate was going to be a different experience for him. “We map the brand cycle in entirety: what are the ways the consumer interacts, how we can maximise his/her experience with us, etc,” says Ghosh, driving home the fact that building brand credibility is of prime importance.



DEVELOPING SKILLS

Coming from a traditional Gujarati family, **Nipa Modi** got a feel of business in her early years, as she helped out with her family business. This graduate from Mumbai University went on to join Hill & Associates, a Hong Kong-based risk management company, which was her first job outside the family. Modi began her professional career as a sales and business development manager. She also worked with the likes of IntegraScreen Consulting, where she was a director, and instrumental in developing Asia’s first centralised employment repository, something she is proud of. “India is a challenging environment to work in, especially when it comes to data. Building that repository, as well as the one in my current job, is a huge positive,” she says. Her big break came with Quest Research, a background screening company with a stronghold in Asia, as director, sales and business development, India and APAC region. Later, when First Advantage acquired the company, she was appointed as senior vice president - sales & business development, a position she held till CRP happened. Currently, Modi holds the post of CEO, **CRP HR Services**, along

with the additional responsibility of chief marketing officer (CMO) for the group. At CRP, she is responsible for growing the new division focussed on employee solutions like training and skill development, background checks and HR support services.