



Nanacy Sharma
Chief Marketing Officer
Cognizance IP LLP

“Real-time marketing means moving at the speed of the customer, understanding their pain points or interests, and serving up the right information at the right time.”

About:

An experienced and well-rounded marketing leader with a proven background in branding, customer acquisition and relationship management for global leading legal and technology companies. Strategy and growth are the underlying passions that drive her operations and marketing acumen.

Experience:

Marketing, Branding, Client Relationship, Innovation Management, Market Research, Blue Ocean Strategists and Business Strategists.

Work Areas:

Marketing, Branding, Sales, Revenue Growth, Growth Hacker, Brand Positioning, Content Writing, Infographics, Video Marketing and Strategists.

Educational Background:

MBA in International Business Focused on Sales & Marketing from Delhi University.
Bachelor in Economics from Lady Shree Ram College, New Delhi

Past Company: TCS, MuSigma, and Accenture.