

[Home](#)[Overview](#)[Sessions](#)[Speakers](#)[Awards](#)[Registration](#)[Sponsorships](#)[Sponsors](#)[Contact Us](#)[2009 Wrap-up](#)

Speakers

2010 SPEAKERS

Vikram Sakhujia
CEO South Asia
GroupM



Vikram Sakhujia has a passion for Marketing being in the field for over 20 years. He graduated from IIT Delhi and did his MBA at IIM Calcutta. He joined Procter & Gamble where over his 8 years there, he held positions in Marketing Research and Media. He then joined Coca-Cola where over the 5 years there he manages the brand marketing portfolio. Vikram spent a year with Newscorp as the Executive VP Marketing for the Star TV Network in India. In 2002, he joined the WPP group as the Managing Director of MindShare Fulcrum. He went on to become the Managing Director of MindShare South Asia; and is now the CEO of groupm South Asia.

His industry/ awards experience includes currently being Chairman of the Technical Committee of India's Joint Industry body on TV measurement, Vice Chairman of Goafest, on the board of governors of ASCI and the Audit Bureau of Circulation (ABC). He was a judge at Cannes (2007), been voted as one the influential people in Indian Media (2006 onwards) and was awarded Media Person of the Year by the India Brand summit (2006).

Vikram's family includes his wife Simmi, a professional fitness trainer, writer and radio personality, his two daughters Tara and Diya and three cocker spaniels Sasha, Sheba and Zoey.

Dave Cobban
Consumer Mobilization Director
Nike



Dave started life as a Chartered Accountant working with KPMG in London and then Sydney, Australia. After 5 years of auditing he discovered a profession that needed the rigor of accountancy while allowing more creativity...advertising. Dave has worked in advertising and communications for over 15 years. Originally working with DDB Sydney on McDonald's he has traveled the world to work on other globally recognized brands like Coca-Cola, Guinness, Electronic Arts, British Airways, Foster's and Nike. At Nike, Dave's role is to develop marketing that inspires and enables consumers to take action, through sport, to create a better world.

Abdul Khan
Advisor to MD & Senior VP
Tata Teleservices

Abdul Khan is a graduate of IIT (Kharagpur) of IIM (Ahmedabad) with over 20 years experience in brand and marketing. He led the launches of McDonalds and Samsung in India. Both at Reliance Infocom and Tata Teleservices (M) Ltd, he spearheaded the marketing launches enabling both brands to capture a significant share. He recently launched the TATA DOCOMO.

His interest includes philosophy, renaissance art and travel.



