



Professor Prakash Bagri

Faculty of Marketing

Professor Bagri is a visiting faculty at the Indian School of Business



Innovation & Hi-Tech, Digital Transformation, Dealing with Uncertainty, Customer Centricity, Building Brands, Strategic Marketing and Business Model

Prof. Prakash Bagri is a faculty of Marketing at the Indian School of Business. He brings over three decades of experience across industry and academia. His expertise spans Innovation, digital transformation, dealing with uncertainty, customer centricity, building brands and strategic marketing. His last corporate role was as Chief Marketing Officer (CMO) for Intel, South Asia.

Professor Bagri has been instrumental in conceptualizing and directing ExecEd programmes for various multi-billion-dollar clients. He has been working closely with GCC's from its evolution, scaling and transforming businesses and published which revolves around the unlocking value growth for business success. He has also been a visiting faculty in leading business schools. He led major industry-shaping initiatives to widen technology enablement and its impact in India.

Professor Bagri received his PhD in General Management from the Singapore Management University, his PGDM from IIM Bangalore and his BTech from the Indian Institute of Technology, Kharagpur.

Other Engagements:

- He built a billion-dollar business, established 3 new categories, divested 2 businesses, managed 8 distribution systems and nurtured and created 12 brands
- He was the architect behind the Government of India's Digital Vision document in 2007
- He is a recipient of the prestigious Intel Achievement Award (2005) and the Outstanding Marketing Professional Award (2009), from the World Brand Congress
- He was featured as "Brand Boss" in The Economic Times (2009)