

# Arunabh Das Sharma moves on from BCCL

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This was Arunabh Das Sharma's first stint at a media house as he spent the initial 18 years of his career on the marketing and branding side of the industry.

Sharma has been pivotal in shaping the growth chart of the company in the past few years. "Due to some clauses, I can't disclose the next assignment really, but at BCCL, it was a wonderful stint. It's a great brand, phenomenal leadership and we have grown both share and profitability. It gave me great opportunities to beef up my personal growth as I had a hard core marketing background till then," said Sharma.

As President, he was a member of the BCCL board and part of the top leadership team. He was responsible for the front end of the business, including revenue and related functions. He headed a team of over 2000 people that included media sales, marketing activations, integrated marketing services, art and edit, billing and recovery, scheduling operations, business intelligence unit and IT.

Sharma had joined BCCL in April 2011 as Executive President and Advisor Strategic Initiatives. He was leading the response and revenue arm. He started his career in 1993 with ITC Ltd.

He had been a part of many committees, including MMCL Ltd (as a Board Member), International News Media Association (as a Member of the South Asia Board), International Advertising Association (India Chapter as the Member of the Managing Committee) and Advertising Standards Council of India (as Board Member).

Prior to BCCL, he was with Whirlpool Corporation in various roles between 2006 and 2011. He had joined the PMCD giant from Goodyear India Ltd where he spent two years as Director of Marketing and Export Sales.

He has spent a lot of his working experience on the marketing side with companies like Intercept technologies, Glaxo Smithkline Consumer Healthcare ltd, Coca-Cola India Ltd. and ITC Ltd.