

## **Whirlpool's Kiran Antony moves to IFB Appliances as Marketing Head**

<http://www.bestmediainfo.com/2016/04/whirlpools-kiran-antony-moves-to-ifb-appliances-as-marketing-head/>

IFB Appliances has found a new Head of Marketing in Kiran Antony, the former General Manager, Brand and Marketing Services, at Whirlpool Corporation. Antony has moved base from Gurgaon to Goa to take over the new assignment.

Antony has over ten years of experience across areas such as brand management, marketing and communication. His experience also encompasses responsibilities like media planning, advertising and promotions, public relations and sales across FMCG and consumer durable organisations.

Antony had spent close to 12 years at Whirlpool before parting ways with the company earlier this year. Prior to that, he was working with The Coca-Cola Company as marketing operations executive for a year in Chennai. He started his career in 2000 with an event management company, Nucleus Planet Event Management and Trade Fairs.