

profile

smarth bali

communication specialist

I am a global communications specialist with an advanced degree in communication and proven record of success in marketing and communications in diverse cultural, geographical, and corporate environments. I have worked in India and North America.

As a consultant, I have worked with corporations across the board - *ADT Security, Bank of America, Grey Worldwide, Gulf Oil, HSBC Bank, L'Oréal, MoneyGram, Primus Telecom, Reliance Telecom, Thomas Cook, and Western Union*, among others.

My career spans communications and marketing, and, also, specifically emerging markets communications. I have participated frequently in industry seminars at various fora of marketing and communications, notably at seminars under the auspices of *MoneyGram, Marcus Evans, and International Quality and Productivity Council (IQPC)*.

In India, Nepal, Africa, and the USA I have led workshops for corporates and educational institutions, unequally though. Among corporates, my clients include *Asian Development Bank, Aviva Insurance, British Council, Communique Marketing Solutions, Fore Solutions, Genesis Hospital, Golchha Organization (Bajaj Motors and Samsung), GreyWater Technologies, Indo-Zambia Bank, Kayako Software, Kia Motors, Lumbini Bank, Microsoft India, Pernod Ricard, Prisma Advertising, Quantum Networks, Star TV Network, Vestige Marketing*, and others.

Among educational institutions, *Balaji Institute of Modern Management, Pune, Copenhagen Business School, Denmark, Fore Business School, New Delhi, Management Development Institute (MDI), Gurgaon, LM Thapar School of Management, and Thapar University, Patiala*, and others.

I have had the distinct privilege of working directly with a slew of federal governments - Australia, France, and Malta - while other corporate engagements have allowed me the opportunity of working with clients in Bangladesh, Nepal, Pakistan, Sri Lanka, and the UK.