



Amrita Mishra

15 years of experience in Brand Management & Innovations

London, UK

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Languages

English (Fluent)

Italian (Basic)

Hindi (Native)

Marathi (Native)

About

Specialise in strategising & mining local, cultural insights - across markets, channels & diverse consumer groups, to craft meaningful solutions.

BRANDS WORKED WITH

Unilever

Westside (Tata- Trent)

Experience



Senior Brand Development Manager

Unilever | Jul 2023 - Sep 2023



Senior Global Brand Manager

Unilever | Jan 2021 - Jun 2023

Led Re-Branding and Re-Positioning of the Market-Leader brand from Fair & Lovely (FAL) to Glow & Lovely (GAL), across Asia & Africa



Global Brand Manager

Unilever | Nov 2017 - Dec 2020

Led Brand Management & Innovations across South Asia, SEA, NAME and Africa



Global Asst. Brand Manager - Fair & Lovely

Unilever | Aug 2014 - Oct 2017

Led a key Fair & Lovely premium innovation
Led the White Space expansion for SEA, Maghreb & African markets



Sr. Brand Exec - Pureit water purifiers

Unilever | May 2011 - Jul 2014

Led & launched 4 premium Pureit devices
Led a project which revolutionized the way sales happen at Pureit; empowering the Sales force with an application enabled tool on Samsung handheld devices

Asst Manager-Brands

Westside (Tata- Trent) | Apr 2009 - May 2011

National category management for Watches, Sunglasses and Toys
Facilitated growth of 74% in toys, 36% in sunglasses and 18% in watches for year ending Mar'11

Education & Training

2007 - 2009

University of Mumbai

Masters in Management Studies,

2016

Indian Institute of Management Bangalore

Executive General Management Program,