

Name : Anshuman Srivastava
Designation : Senior Manager
Institution : Birla Institute of Management Technology, Greater Noida

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BIOSKETCH:

Anshuman Srivastava is a marketing and corporate communications professional with nearly 20 years of experience spanning corporate and higher education sectors. He has worked with organizations such as Titan Industries, Convergys, and Marg Software Solutions, gaining valuable exposure to retail, customer engagement, and technology domains before moving into higher education marketing. He has led impactful brand campaigns, digital outreach, and admissions marketing strategies that significantly enhanced visibility and enrolments. Recognized among *India's Top 30 Marketers in Education 2021* and awarded "Best Storyteller," he specializes in strategic marketing, brand positioning, and communication-led growth. His deep interest in academia has led him to pursue the Executive Fellow Programme in Management (EFPM), further integrating scholarly insights with marketing practice.

EDUCATION:

Pursuing EFPM (Executive Fellow Programme in Management | Equivalent to Ph.D.), Birla Institute of Management Technology, 2024 Batch.
MBA (Marketing), Sikkim Manipal University, 2014.
PGDM-Retail & Merchandising Management, Birla Institute of Management Technology, 2006.
Post Graduate Diploma in Journalism, Lal Bahadur Shastri Institute of Management & Communication, 1999.
Bachelor of Arts, Christian College, Lucknow University, 1998.

AREA OF INTEREST AND RESEARCH

Marketing and Branding,
Consumer Psychology and Behaviour
Digital and Social Media Marketing
PR and Corporate Communication

EXPERIENCE

Senior Manager – Admissions, Birla Institute of Management Technology (BIMTECH) and Convener - Centre for Corporate Communications, Birla Institute of Management Technology (BIMTECH)

Retail Executive, Titan Industries (Watch Division)

Customer Care Officer, Convergys

Software Programmer, Marg Software Solutions

Freelance Journalist

Casual Comparer, All India Radio

RECOGNITIONS AND AWARDS

Recognised as the "Best Storyteller" at the MDP on "Branding Through Storytelling" hosted by the BIMTECH Centre for Management Development and Consultancy, 2023

Awarded with 'India's Top 30 Marketers in Education 2021' title by ASMA, Collegedunia, and NoPaperForms, 2021

Awarded First Prize for Paper Presentation contest held at Birla Institute of Management Technology (BIMTECH), 2005

CONFERENCE, SEMINAR PAPER AND PRESENTATIONS

Presented Paper at 12th AIM-AMA Sheth Foundation Doctoral Consortium organized by Management Development Institute (MDI), Gurgaon, 2025

Presented Paper at 11th SIMSR Global Marketing Conference organized by K.J. Somaiya Institute of Management Studies & Research, Mumbai, 2016

Invited to present paper titled 'Education, Knowledge Management and Sustainable Development' in Third Ibadan Sustainable Development Summit (Nigeria), 2012

MAGAZINE AND NEWSPAPER ARTICLES

Guest articles published in ASMA (Adoption of Social Media in Academia) which is India's first ever comprehensive study on adoption of social media in academia

SOCIAL ENGAGEMENT

<https://www.linkedin.com/in/anshuman-srivastava-marketing-expert/>