



HEEMANISH MIDDE

STRATEGY | MARKETING | TECHNOLOGY
SUSTAINABILITY

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📅 31st May 1985

EXECUTIVE SUMMARY

Marketing professional with 13 years of experience in the FMCG industry across South Asia. Managed iconic brands like Surf Excel, Wheel, St. Ives & Anchor, delivering exceptional results through meticulous and result-oriented approach. Strategized successful brand turn-arounds, launches, & created award-winning marketing campaigns such as 'Kan Khajura Tesan' & 'Lo Kar Lo Baat!'. Hold a certificate in EGMP from IIM, Bangalore, & MMS (MBA) from XIMR, Mumbai.

My purpose is to enrich through innovation, optimization, & sustainability. I possess the ability to generate fresh perspectives & think beyond the conventional methods. I have a natural inclination to streamline and simplify, whether daily routines or complex systems making it efficient & effective. Conscious of the limited resources in our world, I aim to lead a sustainable and minimalistic lifestyle – Financially, physically & mentally.

My peers describe me as passionate and humble, with a constant drive for excellence. Beyond work, I enjoy spending time with my loved ones, engaging in creative pursuits, and serving the community.

PROFESSIONAL TIMELINE

PROJECT MANAGER, SUSTAINABILITY, HUL

Leading digitisation projects for CSR projects. Developed an ERP-like system for 'Suvidha' to track operations, finance, maintenance, and management. Leading Samriddhi program to empower Pharmacists as Health Care Champions. Leading the digital vertical of the Clean Future Initiative, by developing a platform to monitor our Carbon emissions.

MARKETING MANAGER, UI, UNILEVER

Oversaw P&L delivery, and marketing strategy for introducing global premium personal care brands like St. Ives, Brut, Lakme, Pears, and Dove in South Asia. This involves brand development, brand building, road-to-market, and market development to ensure the success and growth of these brands in the region. Grew business from Rs.6Cr to Rs.30Cr in 2 yrs.

BD ABM, SURF EXCEL SOUTH ASIA, HUL

Relaunched Surf Excel in Sri Lanka and Bangladesh with a new mix that addressed crucial consumer issues, reversing the negative trend in growth. Relaunched Liquids by developing an effective MDM and digital strategy. Led a discovery project based on a need gap and consumer tension – an innovative liquid-based refillable detergent bar.

BB ABM, WHEEL, HUL

Optimized mix and developed strategies resulting in double-digit growth, positive penetration, and shares after 5 yrs. Successfully turned around Bars in Gujarat through strategic intervention after 7 yrs. Doubled sales in White Space and Ghari dominated Chhattisgarh in 1.5 yrs. Launched 'Lo Kar Lo Baat!' campaign, to reach media dark regions, reversing -7% volume growth to +7.5%. Won 30+ awards, including Cannes Lion in 2016.

ABM, KAN KHAJURA TESAN, HUL

An entertainment channel for consumers from media dark regions that engaged with more than 50mn users, for 45 mins every month leading to 5% causal impact on sales. Won over 100 awards, including 5 Cannes Lions in 2014 and 2016.

BB BRAND EXECUTIVE, SURF EXCEL, HUL

Launched Surf Excel liquids, planned and executed MDM activations. Relaunched Easy Wash with an optimised marketing mix, resulting in consistent double-digit growth over the years, becoming \$1bn & largest brand in Asia. Initiated a Low-cost business model reducing costs by 20%. Led social media marketing becoming the largest Home Care brand on social media, and 2nd in the FMCG category behind Axe.

MARKETING EXECUTIVE, ANCHOR HEALTH & BEAUTY CARE LTD.

Responsible for all the sales and marketing of Dyna Soap & Anchor Toothpaste. Relaunched Toothpaste and Soap in India and launched Dyna in the Middle East. Managed Media deployment and explored Social Media Marketing. Led 10 Sales Representatives & managed 3 Distributors as Area Sales Executive for South Mumbai.

EDUCATION

EGMP, GENERAL MANAGEMENT

IIM, Bangalore, 2016

MBA (MMS), MARKETING

XIMR, Mumbai, 2007 – 2009

BSC, STATISTICS

St. Xavier's College, Mumbai, 2003 – 2006

AWARDS

Compass Award 2019 | CEO Award 2018 | CEO Award 2017 | cB4L A.R.T. Awards 2016 | Cannes Lions 2014/15/16 | South Asia CCLT Awards 2016 | National Awards for Excellence in Digital Marketing & Social Media 2016 | Unilever Facebook Cannes Creative Competition 2015 | Global Compass Awards 2015 | cB4L Creative Excellence Awards 2014 | Digital Champion 2013 | HPC Hero 2013

SCAN OR CLICK
FOR DETAILED RESUME

