

## SUMMARY

Strategic sustainability and marketing professional with **14+ years of experience** driving environmental and social impact initiatives across South Asia. Proven expertise in **sustainability governance, ESG reporting, and digital transformation** with a track record of scaling programs that reach millions of stakeholders. Award-winning marketer with **5 Cannes Lions** and certifications in **AI, Sustainability, and General Management** (IIM Bangalore). Recognized for translating complex sustainability challenges into actionable strategies that deliver measurable business and social outcomes.

## PROFESSIONAL EXPERIENCE

### PROJECT MANAGER, SUSTAINABILITY | HINDUSTAN UNILEVER LTD.

Aug 2022 – Present

Lead comprehensive sustainability initiatives across HUL's value chain, driving measurable environmental and social impact through strategic governance, technology integration, and stakeholder engagement.

- **Governance & Operations:** Designed and implemented new CSR governance framework, enhancing transparency and enabling data-driven decision making across all CSR projects
- **ESG Reporting:** Manage comprehensive CSR strategy, compliance, and statutory reporting including annual action plans, CSR policies, and BRSR
- **Carbon Management:** Developed sustainability dashboard tracking Scope 1, 2, and 3 emissions, supporting HUL's net-zero commitments and climate targets
- **Digital Innovation:** Spearheaded development of comprehensive digital platform for 'Suvidha' community health initiative, integrating CRM, payment systems, inventory management, and impact reporting
- **Community Health Impact:** Led 'Swasthya Ki Baat' behavioural nutrition program reaching **300,000 mothers and children** across **330 villages** in Bihar, driving measurable improvements in dietary habits through strategic communication
- **Healthcare Access:** Directed 'Samridhhi', pioneering pharmacist-led healthcare initiative targeting non-communicable diseases, engaging **1,000+ pharmacists** across metros cities.

### MARKETING MANAGER, SOUTH ASIA | UNILEVER INTERNATIONAL

Oct 2019 – Mar 2022 (2 years 6 months)

Led regional marketing strategy for premium personal care portfolio, driving sustainable growth and market expansion across South Asia.

- **Portfolio Growth:** Scaled premium brand portfolio from **₹7 crores to ₹30 crores** in 24 months through strategic brand development and market expansion
- **Market Development:** Successfully launched and scaled global brands (St. Ives, Brut, Lakmé, Pears, Dove) across South Asia markets
- **Strategic Leadership:** Managed complete P&L responsibility, brand strategy, and go-to-market execution for international portfolio

### ASST. BRAND MANAGER, SOUTH ASIA | HINDUSTAN UNILEVER LTD.

Jan 2018 – Sept 2019 (1 year 9 months)

Drove brand development and market expansion for Surf Excel portfolio across South Asia, focusing on sustainable growth and premiumization.

- **Market Turnaround:** Successfully relaunched Surf Excel in Sri Lanka and Bangladesh, reversing negative growth trends and accelerating premiumization strategy
- **Innovation Leadership:** Pioneered launch of **Liquid Bars** format based on consumer insights and market gap analysis
- **Digital Strategy:** Developed comprehensive digital marketing strategy addressing region-specific consumer behaviours and market barriers for Surf Excel Liquids



MAKING PEOPLE, PLANET & PROCESSES  
SUSTAINABLE

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📅 31<sup>st</sup> May 1985

## TOP SKILLS

- Sustainability Strategy & Reporting
- Digital Innovation
- Corporate Social Responsibility
- Stakeholder Engagement
- Marketing Strategy

## CERTIFICATIONS

### An Introduction to AI and Sustainability

LinkedIn

### Career Essentials in Sustainable Tech

Microsoft and LinkedIn

### Master Generative AI: Automate

Content Effortlessly with AI Udemy

### Sustainability Foundations: Core

Concepts LinkedIn

## EDUCATION

### EGMP, General Management

Indian Institute of Management–Bangalore, 2016

### MBA (MMS), Marketing

Xavier Institute of Management & Research,  
Mumbai, 2009

### BSC, STATISTICS

ST. XAVIER'S COLLEGE, MUMBAI, 2006

## ASST. BRAND MANAGER | HINDUSTAN UNILEVER LTD.

Jul 2015 – Dec 2017 (2 years 4 months)

Led strategic brand building for Wheel portfolio in India, delivering sustainable growth through market optimization and consumer engagement.

- **Business Turnaround:** Achieved **double-digit growth**, positive penetration, and market share gains after 5-year decline through strategic marketing mix optimization
- **Regional Success:** Drove positive business turnaround in Gujarat market after 7 years of stagnation
- **Award-Winning Campaign:** Led Wheel 'Lo Kar Lo Baat!' 360-degree campaign reaching **20 million consumers** in rural markets, achieving: **+2,900 bps** increase in Top-of-Mind awareness, **97%** key message recall, reversed **7% volume decline to 7.5%** volume growth, **+230 bps** penetration increase. **30+ awards including Cannes Lion 2016**

## SR. BRAND EXECUTIVE AT HINDUSTAN UNILEVER LTD.

Jan 2014 – Jun 2015 (1 year 6 months)

Pioneered digital innovation initiatives, creating scalable platforms for consumer engagement and brand building.

- **Platform Innovation:** Launched 'Kan Khajura Tesan' – India's first mobile entertainment platform for media-limited consumers, reaching **45+ million users**
- **Brand Impact:** Delivered **1,000+ bps** increase in spontaneous awareness and 5% sales growth through innovative content integration
- **Recognition:** Won **100+ awards** including **5 Cannes Lions** (2014 & 2016)
- **Digital Leadership:** Conceptualized and launched 'Krispy' B2C app, pioneering smartphone engagement in emerging markets

## BRAND EXECUTIVE AT HINDUSTAN UNILEVER LTD.

Sep 2011 – Dec 2013 (2 years 4 months)

Managed brand building and market development for Surf Excel portfolio, driving category growth and consumer education.

- **Category Development:** Successfully launched Surf Excel liquids in emerging Indian market through comprehensive consumer education and sampling programs
- **Brand Growth:** Relaunch of Surf Excel EasyWash delivered consistent double-digit growth, establishing it as **largest brand in Asia**
- **Cost Optimization:** Implemented **Low-Cost Business Model** (LCBM) reducing value chain costs by 20% while maintaining quality
- **Digital Pioneer:** Built Surf Excel's social media presence to **15 million** Facebook followers in first 18 months

## MARKETING EXECUTIVE AT ANCHOR HEALTH & BEAUTY CARE LTD.

Oct 2009 – Aug 2011 (1 year 11 months)

Managed comprehensive sales and marketing operations for personal care portfolio, including team leadership and distributor management.

- **Brand Relaunch:** Successfully relaunched Anchor Toothpaste and Dyna Soap with new positioning, packaging, and 360° communication strategy
- **Market Expansion:** Introduced Dyna Soap to Middle East markets, establishing international presence
- **Digital Innovation:** Pioneered organic social media marketing in 2010-11, achieving **65K+ and 25K+** views respectively without paid promotion
- **Sales Leadership:** Managed South Mumbai region operations, leading team of 10 sales representatives and 3 distributors

## AWARDS & ACHIEVEMENTS

**Compass Award 2019** Best Brand and Overall

**CEO Award 2018** Best Brand

**CEO Award 2017** Winning with Brands and Innovation

**cB4L A.R.T. Awards 2016** Mobile First Award for Wheel 'Lo Kar Lo Baat!'

**Cannes Lions (5 nos.)** Best use of mobile devices for Wheel 'Lo Kar Lo Baat!' In 2016; Creative Effectiveness Award for 'Kan Khajura Tesan' in 2015; Real-time activity, Best use of audio, Best use of mobile devices, Brand or Product Integration into an existing program or platform for 'Kan Khajura Tesan' in 2014

**South Asia CCLT Awards 2016** Best Brand Engagement Platform & Best use of Mobile for Wheel 'Lo Kar Lo Baat!'

**National Awards for Excellence in Digital Marketing & Social Media 2016**  
Best use of Digital in Cause Marketing for Surf Excel 'Keep India Clean Campaign'

**Unilever Facebook Cannes Creative Competition 2015** for Surf Excel 'Keep India Clean Campaign'

**Global Compass Awards 2015** for 'Kan Khajura Tesan'

**cB4L Creative Excellence Awards 2014**  
Mobile Award & Innovative Communication Award for 'Kan Khajura Tesan'

**Digital Experimentation Fund** Winner of DEF 3.0 for Wheel 'Lo Kar Lo Baat!'; Winner of DEF 2.0 for Digital Couponing

**Digital Champion 2013** for Surf Excel – Digital Initiatives

**HPC Hero 2013** Home & Personal Care

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