

## EDPM 2022

**Name:** Jyotirmoy Mukherjee

**Area:** Marketing Management

**Email:** ef22jyotirmoym@iimidr.ac.in



**Educational Qualification:** PGDM (Marketing Management). S. P Jain Institute of Management & Research, Mumbai

**Overall Experience:** Over 20+ years

**Present Employment:** Independent Consultant (Payments, Consumer Lending, Rewards & Loyalty)

### **Previous Employment:**

**SBI Cards & Payment Services Pvt Limited**, Gurgaon, Nov'2010 – Jan'2024

Executive Vice President - Portfolio Head, Cards Marketing, Jul'2023 – Jan'2024

Senior Vice President - Portfolio Head, Sept' 2016 – Jun' 2023

Vice President - Portfolio Head, Nov' 2010 – Aug'2016

**HDFC BANK**, Chennai, Deputy Vice President - Usage Head, Cards Marketing, Apr' 2008 – Nov' 2010

**CITIBANK N.A.**, New Delhi, Assistant Vice President, Aug'2004 – Apr'2008

**ICICI BANK**, Kolkata, Sales Manager – Credit Cards, May'2003 – Aug'2004

**COLGATE PALMOLIVE**, Mumbai, District Manager, Jun' 2001 – May 2003

### **Profile Summary:**

Result, Growth oriented Consumer Marketing and Financial Services Professional with diverse experience across sectors like Pharmaceutical, FMCG, Payments and Lending

Worked across Business functions viz.

Portfolio Customer Life Cycle Engagement

Rewards & Loyalty

Digital Lending

Merchant Alliances & Partnerships

Merchant Acquiring (Point of Sales, Online payment gateways)  
Sales & Distribution

Specialties include Leading and Developing People, Business Strategy & Execution, Portfolio Marketing Interventions, Loyalty, Alliances & Business Development.

**Academic Conferences:**

- Co-authored and presented a conceptual paper on Understanding political economy of money through digital payments: A cognizance of perception and usage at 19<sup>th</sup> IUAES-WAU, World Anthropological Congress 2023 held in Delhi University (14<sup>th</sup> to 20<sup>th</sup> October 2023)
- Co-authored and presented a paper on Finfluencers: Enablers or Systemic Risk, should we seek advice from them? at ISDSI – Global Conference 2023 held at IIM Ranchi (26<sup>th</sup> to 29<sup>th</sup> December 2023)
- Co-chaired a panel (online mode) titled Socio – technical Imaginaries in / and of the Digital World under the aegis of EASA 2024 (European Association of Social Anthropologist) held at Barcelona, Spain
- Presented a paper (online model) titled [Financial Education and Awareness: Finfluencers within the socio-techno-political complex](#) at EASA 2024, Barcelona, Spain

**Academic Interactions:**

- Participated in KSOM Annual Marketing Conclave as Panelist in 2015 & 2016
- Participated in Illume 2017 IIM Nagpur Industry Interaction Meet, spoke on Tapping New Markets: Challenges & Innovative Solutions
- Guest Lecture as part of Industry Interaction, November 2017 at IIM Rohtak, spoke on Shift from Offline to Online and shift in consumer behavior
- Guest Lecture as part of Podium Series on Consumer Payments and Lending at IIM Shillong, November, 2018
- Participated as a mentor as part of “Konfidant”, Corporate Mentoring series at KIIT School of Management (KSOM), 2022

**Research Interest:** Consumer behaviour, AI, Financial behaviour, Personal Finance, Influencer Marketing, Subjective Financial well-being and Financial Literacy