**DOCTORAL PROGRAM IN MANAGEMENT (DPM)**

**Name:** Anoop H. A.

**Area:** Marketing Management

**Contact details:** f22anooph@iimidr.ac.in

 anup.amaresh@gmail.com

**Mobile:** +91 9845 483 879

**Academic Qualifications:**

|  |  |  |
| --- | --- | --- |
| Master of Science (M.S) | Clemson University, South Carolina, USA | 2017-18 |
| Master of Technology | R V College of Engineering, Bengaluru | 2012-14 |
| Bachelor of Engineering (B E) | BMS Institute of Technology, Bengaluru | 2008-12 |

**WORK EXPERIENCE: 5 YEARS**

2014-16: Marketing engineer at SLN Technologies Pvt. Ltd, Bengaluru

2018-20: Senior Officer Pre-Sales at Quest Global Engineering Solutions Pvt Ltd, Bengaluru

2021-22: Marketing Research Analyst at Ugam Solutions Pvt Ltd (a Merkle company), Thane

**AREAS OF INTEREST:**

New Product Development

Product Design

Services Research