

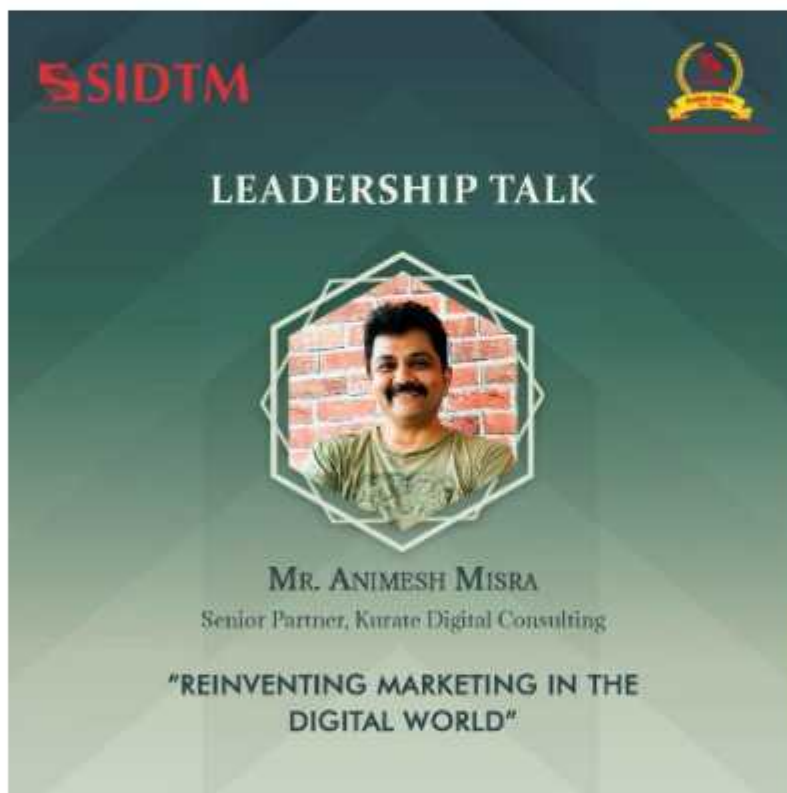
Detailed report for each program

Theme : Skill Development

Title : Skill Developing required in the Digital World : by Reinventing Marketing in the Digital World .

Keeping in mind the need to reinvent in these unprecedented times **SIDTM - Symbiosis Institute of Digital and Telecom Management** Pune hosted Mr. Animesh Misra, Senior Partner at **Kurate Digital Consulting**, to enlighten the students on the topic, 'Reinventing Marketing in the Digital World'. In this insightful session, Mr. Misra highlighted the importance of digitalization in the current business landscape and the need to go digital to keep in pace with the ever-evolving marketing ecosystem.

Snap :



Photographs

Photos of the Session:







Title of the workshops/seminars conducted

Skill Developing required in the Digital World: by Reinventing Marketing in the Digital World

Details of the resource persons

Details of the Resource Person:

- **Name:** Mr Animesh Misra
- **Organization:** Kurate Digital Consulting
- **Conducted By:** PCIT
- **Purpose of GL:** Knowledge sharing session
- **Request came from:** PCIT
- **Linkedin ID:** <https://www.linkedin.com/in/animeshmisra1>

Bio of the Resource Person:

Mr. Animesh Mishra is a Senior Marketing Leader who has led Growth and Acquisition across geographies. He is a blockchain enthusiast with extensive industry knowledge across OTT, Streaming, Tech and DTH. Mr. Animesh has spent the last decade in internet/entertainment space focusing on Growth, Acquisition and performance by using cutting edge digital tools

He has a distinguished achievements in Scaling up businesses, Demand and Supply side of Programmatic media buying.

