

## ***SMS '80 Foundation Support, Mentor & Server Session # 007***

<b>Speaker</b>		<b>Mr. Hari Menon</b>
<b>Date</b>	<b>October 13, 2012</b>	
<b>Time</b>	<b>10 AM IST</b>	
<b>Location</b>	<b>Hall of Fame, SMS</b>	

### ***Topic: Brand I***

### ***Content:***

*Explore the secrets behind the creation of a strong personal brand, starting early in life to target that dream job, and how to stay ahead of the pack in the eternal rat race of life.*

*The entire session will be interaction based, with exercises and discussions forming the backbone. Emphasis, from start to finish will be on how to compete in today's cut throat job market and simple ways to build your own brand halo.*

### ***Speaker Profile:***

With stints in packaging, media, advertising and alcoholic beverages brand management, Hari Menon has worked hands on, in all the direct facets of the FMCG marketing management process. Starting out with India Foils Ltd (a British Aluminum subsidiary) and later with Reader's Digest, Hari spent the initial part of his career in the field, delivering sales targets month after month. Later, moving to the strategic side, he joined McDowell & Co. Ltd as a brand manager and then, Spencer & Co. Ltd, as a Marketing Manager.



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At the age of 36, he moved to Shaw Wallace and Co. Ltd as General Manager- Marketing and moved up to Asst. Vice President and Vice President, riding on exemplary creativity, innovations and topline/bottomline expansions, that were a first for the industry, those days.

In the middle of all this, he also put in a short stint with J. Walter Thompson, in advertising. And, not to forget, also ran his own boutique consulting and marketing services company called Quicksilver, out of Bombay. His work has taken him all over the country, including micro markets in remote corners of UP and Bihar, and to different parts of the world, as well.

He will always be remembered as the brain behind the iconic brands Haywards 5000, Royal Challenge and Director's Special Black, all amongst the most invaluable brands in the category, even today. In fact, the Haywards 5000 case study is taught at business schools all over, as an example of a brand which transformed consumer consumption saliences, virtually overnight!

Hari has always believed in bringing fun and excitement to workplace environments, and has been a source of boundless dynamism and energy, wherever he worked.

Today, he lives in Bangalore, enjoying the weather and his rock music muse, far removed from the thrills and spills of corporate life.