



RACHIT MISHRA



Head of Marketing | Transformative Leader in Growth, CX & Brand Excellence |
Strategic Global Planner | Digital & Gen AI Innovator | Crisis Management Expert |
Award-Winning Professional | ISB Alumni | Noted Speaker | Published Industry Expert

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📞 On Request

Executive Profile

- Brand, marketing and communications leader with 15+ years of experience across steel, manufacturing, automotive and logistics, spanning brand strategy, corporate communications, integrated marketing and digital transformation across India, APAC, ANZ, SAARC and MEA.
- Currently responsible for Brand & Digital Communications at AM/NS India, leading corporate brand and digital communications, integrated campaigns and reputation-building for one of India's largest integrated steel producers, in partnership with senior leadership and cross-functional stakeholders.
- Proven track record of building and transforming marketing and communications capabilities, including establishing a marketing function from the ground up for a 40+ year-old enterprise during strategic transformation and IPO readiness, and leading high-impact corporate programmes, events, brand activations and multi-market product launches.
- Strong commercial and GTM orientation, with experience across brand positioning, customer experience, market expansion, audience segmentation and revenue/yield management, combining global brand frameworks with local market relevance through glocalisation and phygital marketing.
- Digital-first and data-led marketer, combining digital strategy, SEO, content, social media, marketing analytics and performance measurement with GenAI-enabled workflows for content development, audience insights, automation and campaign optimisation.
- Experienced in corporate reputation, strategic communications and stakeholder engagement, spanning media and public relations, crisis communications, executive communications, strategic partnerships and agency management, with a track record of leading teams and integrated programmes across diverse markets.

Education & Credentials

- Executive MBA (General Management Programme) - Indian School of Business (ISB), Hyderabad - 2025**
- PGPBM in Marketing & Finance** from **International School of Business & Media (ISB&M), - 2013**
- B.Tech. (Biomedical Engineering)** from **Institute of Engineering & Technology (Bundelkhand University) - 2011**

Achievements

- Led integrated corporate brand and communications for AM/NS India's ₹70,000 Cr greenfield project groundbreaking, engaging 25,000+ attendees (incl VVIP from central & State govt.), creating 1800 Sq.M Digital Experience Centre for immersive brand experience, garnering 315M media reach & trending #1 globally on X.**
- Led Banaunga Main, Banega Bharat,** strengthening AM/NS India's corporate brand and nation-building narrative.
- Established and led the Brand & Marketing function for a ₹5000+ Cr, 40+ year-old company, driving brand transformation, market expansion, and IPO readiness. Generated US\$2.5M incremental profit at Ford** through revenue and yield-management initiatives, leveraging pricing, product mix and market analytics across international markets.
- Managed US\$3.7Mn+ annual marketing investments at CNH Industrial while leading 360° product launches and integrated campaigns across 14+ markets** in Asia, ANZ and MEA, strengthening brand equity and market expansion.
- Delivered 60%+ lead conversion through data-driven digital marketing,** accelerating lead generation and sales during industry disruption

Area of Expertise

Brand Strategy & Positioning	Global Brand Management
Integrated Marketing Communications	Corporate Communications
Digital Marketing & Transformation	Marketing Analytics & Gen AI
Stakeholder Engagement	Go-to-Market (GTM) Strategy
Corporate Reputation Management	Media Relations & Crisis Communications

Executive Strengths



Awards & Recognition

- Felicited with National Award for **Most Admired Marketing Leaders**
- 40 under 40** – Agency Reporter, E4M & AdGully
- Top 100 CX Leaders in India** - Trescon
- Employee of the Year 2018** - CASECE
- Winner CNHi Spot Award in 2019

Certifications

- Fundamentals of Digital Marketing - **Google**
- Brand Management & Digital Marketing – **IIM Bangalore**
- AI in Marketing – **IIT Kharagpur**

Growth Path



Professional Experience

Since Dec'25 with ArcelorMittal Nippon Steel India (AM/NS India), Mumbai

- Lead enterprise **brand strategy** and **digital communications**, strengthening corporate reputation and aligning communications with business and stakeholder priorities.
- Develop brand positioning, executive thought leadership and integrated communication strategies aligned with business priorities.
- Lead strategic communications across sustainability, advanced manufacturing, innovation and ESG initiatives.
- Establish brand governance, communication frameworks and external communication policies to ensure consistent messaging across enterprise channels.
- Drive digital transformation through website modernization, SEO, content strategy, marketing analytics and **GenAI-enabled** marketing initiatives.
- Partner with senior leadership and cross-functional teams to lead **media relations, crisis communications and executive communications**.

May'22 – Dec'25 with CJ Darcl Logistics Ltd., Gurugram

- Established and lead** the Brand Marketing function, driving high-impact campaigns and market expansion initiatives
- Strategize and execute** a robust go-to-market (GTM) approach, strengthening brand authority and accelerating revenue growth making it ready for IPO
- Enhance customer experience (CX) strategies**, leveraging data insights to boost engagement, retention, and CLTV
- Drive media and public relations**, securing high-impact coverage and managing corporate reputation
- Navigate crisis scenarios**, implementing proactive risk mitigation strategies to safeguard brand integrity
- Ensure brand alignment** across all touchpoints, leading cross-functional collaboration for seamless messaging
- Integrate Generative AI (Gen AI) in marketing**, automating content, refining audience segmentation, and enhancing personalization
- Leverage market intelligence and performance analytics**, optimizing campaigns for ROI and competitive positioning

Jun'21 – May'22 with Ford Motors, Chennai

- Developed and executed** brand marketing and go-to-market (GTM) strategies for premium product lines, including **Ranger, Everest, Mustang, Bronco, Territory, and Transit**
- Defined and implemented** business plans to align category vision with market expansion, driving operational improvements across **logistics, service, and marketing**
- Conducted data-driven market analysis** using **Alteryx, Tableau, and Qlik Sense**, enabling informed strategic decisions and enhanced planning
- Leveraged analytics and Yield Marketing Pillars** (Allocation, Pricing, VM, Dealer Management) to optimize market performance and revenue growth
- Played a key role in the global launch** of **New Ranger & Everest** across **SEA, ANZ, and MEA**, ensuring successful execution and regional market adaptation

Jul'13 – Jun'21 with Case Construction (CNH Industrial), Gurugram

- Progressed from dealer network development and India marketing roles to Head - Brand Communications & Events and regional Brand Marketing & Communication Manager for AMEA.
- Led brand marketing and communications across 14+ markets, balancing global brand coherence with local market adaptation and glocalisation.
- Led Made in CNHi India, 25 Years in India, Customer Connect and Hat Ke Haryana; managed 360-degree product launches, field marketing and dealer activations.
- Managed US\$3.7Mn+ annual marketing investments across media, digital, events, partnerships, activations and regional brand programmes.

Internship

- Coordinated events and exhibitions showcasing Xerox's latest technology and products
- Arranged CEO roundtable conferences and created Coffee Table book for the same
- Created brochures, promotional materials, and direct mailers and managed the development and production of catalogues, brochures, flyers, and direct mail materials
- Assisted in budget development and tracking for marketing communications at Xerox

Organization: Xerox India Ltd., Gurugram
Duration: 9 Months
Designation: Marketing Intern

Personal Details

Date of Birth: 5th June **Marital Status:** Married
Languages Known: English & Hindi
Address: Gurugram – 122003, Haryana
Passport Validity: July 2033 **US Visa Type:** B1/B2 Valid till 2027