

Dr. Gaurav Sood

email: soodg@gram.edu

PROFILE OVERVIEW – 28 years of overall experience in Education and Corporate, Amazon bestselling author of “FAKE NEWS – Spot it. Stop it (Penguin Random House)” “Troll Proof Branding in the Age of Doppelgänger (Sage Publishing)” and “Branding in the Digital Age” also recipient of “Innovator in Education Award – 2023”.

Academic Experience (Business Schools 10 years till date):

- Academic Leadership & Governance
- Strategic Planning & Execution
- Program Development, Accreditation & Rankings
- Faculty Recruitment & Development
- Financial Management & Budgeting
- Student Engagement & Success
- Industry Partnerships & Collaboration
- Innovation in Business Education
- Diversity, Equity, & Inclusion
- Admissions
- Branding

Companies: Grambling State University, LA, Saint Mary’s College of California, CA, Amity University, MRIRS and GD Goenka - Lancaster University

Industry Experience (18 Years):

- Brand Management & Brand Communication
- Digital Marketing
- Integrated Marketing Communications
 - Marketing budget & implementation
 - Marketing & Corporate Communication
 - Conceptualizing, strategizing, implementing and delivering with strong focus on ROI
 - Complete ownership of marketing campaigns across Advertising, Direct Marketing, Promotions & Joint promotions, Strategic associations, PR and Events and managing campaign’s production process.
- Go to Market Strategy and implementation
- Market intelligence and customer insight analysis
- Internal communication
- Providing direction and hand-holding to all team members and functional heads for their marketing needs
- Managing Agency on Records (ATL, BTL, Digital, Market Intelligence & Event)

Companies: HH Global, UK, KHD Humboldt Wedag, Germany, Alstom Transportation, USA, CNBC-USA, Bates, Contract Advertising and Indian Express Group of Publications (India).

Education: PhD – Management (Amity University 2014-2018), Masters in Integrated Marketing Communication, Boston, USA (2001-2002), MBA-Institute of Management Technology, Ghaziabad (1994-96)

PROFESSIONAL EXPERIENCE

Grambling State University, Grambling, LA <https://www.gram.edu/>
Assistant Professor of Marketing (Tenure Track)

Aug’ 2025 – till date

- Appointed as tenure-track faculty member in the Department of Marketing.
- Responsible for teaching undergraduate and graduate courses in Marketing, as assigned per workload.
- Engaged in research, academic advising, and departmental service to support student success and institutional goals.
- Contribute to curriculum development, scholarly activities, and community outreach initiatives.

Saint Mary's College, California <https://www.stmarys-ca.edu/>
Adjunct Assistant Professor Marketing

Feb' 2025 – May 2025

HYPE Brand Consultancy www.gauravsood.in

Oct' 2023 – Dec'2024

Founder & Chief Brand Evangelist

At HYPE, we specialize in navigating the complexities of modern branding with a focus on combating doppelgänger brand imagery (DBI). Founded on the principles of innovation, integrity, and collaboration, our mission is to empower brands to maintain their unique identity and resonate authentically with their audiences.

Our Services:

- Brand Strategy Development
- Digital Marketing and Social Media Management
- Creative Services
- Brand Reputation Management
- Customer Experience (CX) Consulting
- Innovation and Growth Consulting
- Training and Workshops

Amity School of Business www.amity.edu

March'19 – Sep. 2023

Professor of Marketing

Providing leadership to the academic and academic-related units of the Institution. Responsible for the overall improvement of academic standards and work towards enhancement of the quality of students and the growth of the Institution including Accreditation, Ranking and Corporate Relations.

Leadership/Administrative Role:

- Centre Superintendent Examinations (1800 students)
- Head Corporate Resource Centre (Placements) (BBA & MBA)
- International Conference – GLOBUSS 2019-2023
- Industry tie-ups & new course launch (Digital marketing in partnership with Accenture India)

Teaching: BBA & MBA

- Brand Management & Strategy
- Digital Marketing
- Advertising & Sales Promotion
- International Marketing
- Integrated Marketing Communication
- Marketing analytics
- Business Strategy

Manav Rachna International University <http://manavrachna.edu.in/>

July'16 – Dec.'18

Professor – Marketing & Strategy

Teaching Marketing Management, Digital Marketing, Strategy & International Business in the MBA program. Beside my Academic responsibilities, I also look after the Marketing, Branding, Rankings, Admissions, Placements and Industry Connect of the MBA Program.

HH Global (<http://www.hhglobal.com/>)

Nov.'14 – June.'16

Key Account Director

Responsible for managing INR 100+ crore business (90% of total co. revenue), implementing, owning and developing strategic commercial relationships, P&L, by providing technology/process driven solutions in print management/ business process outsource, within various business clients including Airtel, HSBC, HP, Microsoft (Nokia), Google. Managing and monitoring various PAN India teams to deliver the highest level of productivity, whilst ensuring the company's financial targets are met or exceeded. The position

reports to the Managing Director - IMEA.

G D Goenka World Institute - Lancaster University <http://gdgwi.gdgoenka.com/>
Associate Professor –Marketing

Aug.'12 – Oct'14

Teaching: MSC Management, PGDBM

- Brand Management & Strategy
- Advertising Theory & Practice
- Integrated Marketing Communication

Non-teaching:

- Responsible for student – Industry connect
- Placement support to students
- Research
- Student engagements

KHD Humboldt Wedag, New Delhi www.khd.com
Vice President & Global Head of Marketing

Aug '10 – Oct'11

Responsibilities Include:

- Reporting to Strategic management team in Cologne, Germany (KHD HQ)
- Responsible for developing & managing the global marketing budget for KHD
- Responsible for Global marketing & brand communication strategies for KHD in EMEA, Americas, Russia/CIS, India & China.
- Responsible for Global brand building through integrated marketing communication campaigns.
- Developed Internal & External Communication for the KHD Brand
- Developed Public Relations, Online marketing, advertising, Event management, internal campaigns to build the brand.
- Manage and give strategic directions to the Global marketing support team in EMEA, Russia, Americas & India
- Intranet & Digital strategy development and management
- Managing media relations for the brand and identifying and developing media opportunities.
- Managing country-wise market Intelligence reports, research and analysis for the global cement industry includes collection and analysis of market and customer data internally and externally
- Developing CRM campaign strategies for the KHD Customer database
- Responsible (Joint with sales) for Topline revenue and company P&L delivery.
- Managing marketing campaign's production process

Achievement: This was a new position in the organization and therefore involved setting up the team, processes etc

ALSTOM Transportation

Jan '03 – Feb'10

(leading Railway Signaling & Systems Manufacturer)

Head Marketing & Corporate Communication

Responsibilities Include:

- Head of marketing for the overall brand and for individual product categories.
- Responsible for brand positioning for the parent brand as well as for the sub brands.
- Managing Internal and External communications
- Media relations and PR Strategies
- Brand development & Product Launch
- Developed external communications, Public Relations, Digital, BTL and advertising
- New product marketing and communication strategies and launch
- Managing market Intelligence reports, research and analysis for the Indian Rail Transport market.
- Online strategies Internet/Intranet, social media management and development
- Responsible (Joint with sales) for Topline revenue and company P&L delivery
- Managing marketing campaign's production process

Took a break to pursue my masters in Integrated marketing Communication from Boston, USA (Jan '01-Dec '02)

Bates India, New Delhi (www.bates.com)

Feb '00- Oct '00

Group Account Manager – Client Services

Role: Account Head NOKIA Mobile Phones <http://www.nokia.co.in/>

Responsibilities Include:

- Developing Branding and communication strategy for NOKIA mobile phones and services in India.
- Strategizing **Direct Marketing** activities and execution (Events to Launch new products, POS etc)

- Online promotions on various targeted website for mobile phones.
- Developed and implemented **retail promotion strategy**
- Revenue projections and collection responsibility for all Nokia's brand campaigns.
- Major contribution: Launch of multi media Mobile manners Campaign, Launch of Nokia 3210, Nokia 7110 (WAP Phone), Nokia 3310 and Nokia 6210 (WAP Phone) Launch campaigns.
- New business development strategies, proposals and presentations for Bates India – clients include: Hyundai Motors, Dabur, HCL Technologies, Morepen Laboratories.
- Managing marketing campaign's production process

Contract Advertising, New Delhi, India – a J Walter Thompson group company

May '96- Feb '00

Account Supervisor – Client Services

<http://www.contractadvertising.com/>

Brands worked on:

1) Avaya Global Connect (formerly Tata Telecom-Lucent Technologies)

Responsibilities include:

- Developed brand positioning, advertising strategies and research projects in support of operational budget goals.
- Fully integrated marketing communication programs to generate awareness and sales for the Tata Telecom-Lucent telecom solutions (e.g. Call Center Solutions, CTI etc) in India.
- Responsible for Conception & Development of **Tata Telecom - Lucent Website** – created by rediff.com.
- Conception & Development of Lucent's **Customer Relationship management program** to target key accounts.
- Deputation to Tata Telecom for 6 months to manage their brand and corporate communications
- Responsible for revenue forecasting and financial collections.
- Result: Tata Telecom came out of losses. Lucent brand awareness in India went up by 24%.

2) NIIT (Leading IT services company) (<http://www.niit.com/>)

Responsibilities include:

- Developing branding and communication strategy for NIIT's Computer Education & Corporate Software training.
- Ensuring implementation of all operational deliverables (TV, Print, direct marketing, radio and POS)
- Launching Communication for NIIT software Education in overseas market (Middle East, ASPAC, South East Asia & Africa)
- Strategizing & Developing **Direct Marketing programs** for the NIIT's target audience and clients.
- Major Campaigns: GNIIT, NIIT Swift, NIIT International, Vishwanathan Anand's campaign, NIIT Women campaign, Recruitment Ads, Franchisee search ads etc.

3) Pass Pass – The fun mouth freshener

- Developed launch strategy for Pass Pass fun mouth freshener
- Multimedia launch campaign for the product
- Packaging **and retail POS & promotions** development for the domestic and international market.

- *Took a break to pursue my MBA in Marketing from IMT, Ghaziabad ('94-'96)*

Indian Express Group of Publications, Chandigarh (<http://www.indian-express.com/>)

Dec '91- Jul '94

Assistant Manager - Marketing

- Strategizing & Launching two City newspapers (Indian Express Classified & Chandigarh Newslite)
- Planning & Coordinating Consumer research to analyze demography & psychographics of the city newspaper readers.
- Setting up a new Alternative distribution channel
- Briefing & Coordinating Brand Campaign launch with the J Walter Thompson on Brand & Media positioning.
- Developing Brand strategies and consumer research analysis for the Indian Express group publications.

EDUCATION

Amity University <http://www.amity.edu/>

Jan '14 - Dec '18

Doctorate in Management (PhD)

Thesis: Impact of Doppelgänger Brand Image on Brand Imagery and Empirical Determination of Relative Potency of Its Influencers.

Emerson College, Boston, USA <http://www.emerson.edu>

Aug '01 – Dec '02

Masters in Integrated Marketing Communication & Brand Management

GPA: 3.57/4

Specialization – Integrated Marketing Communication

Teaching Assistant with Prof. Douglas Quintal at Emerson College for Graduate Advertising Management courseware

Institute of Management Technology – IMT, Ghaziabad-India

(Ranked among the top 10 Business Schools in India)

Masters in Business Administration - MBA

Specialization – Marketing & Finance

Jul '94 - Apr '96

GPA: 6.0/8.0

Punjab University, Chandigarh

Masters in Public Administration - MPA

Aug '89 - Apr '91

56%

AWARDS: “Innovator in Education Award” – By ACADBUDDY (2023)**PATENTS:**

Patent Granted for “SMART MUG” by Intellectual Property India, Design No. 367145-001. Date of Patent: 07/03/2022

SMART MUG: A novel smart mug, equipped with a temperature sensor and light indicator, and a beep sound to indicate the optimal temperature to consume any hot or cold liquid placed in it, so that the consumer will not forget to consume their desired liquid while waiting for it to cool down to an optimal temperature.**BOOKS:**

- Gaurav Sood, Branding in the Digital Age, Atlantic Publisher, 2024
- Gaurav Sood, Digital Marketing and Advertising, Atlantic Publisher, 2024 (Text Book)
- Gaurav Sood, FAKE NEWS – Spot it - Stop it! Penguin Random House (2023)
- Gaurav Sood, Troll Proof Branding in the Age of Doppelgänger, Sage Publications, 2022
- J K Sharma & Gaurav Sood, Editor, Global Business Strategies for Sustainability, Bharti Publications, 2021
- J K Sharma & Gaurav Sood, Editor, Global Business Strategies for Sustainability, Bharti Publications, 2019
- Gaurav Sood, Impact of Brand Doppelgänger Image on the Indian Premiere League (IPL), Amiga Press, 2018

CONFERENCE ORGANIZED:**International Conference on GLOBAL BUSINESS STRATEGIES FOR SUSTAINABILITY (GLOBUSS 2019, 2021 & 2023)****CONSULTING:**

- Digital Marketing Strategies and Implementation for Window Tech. India July 2018 – Dec. 2018

SKILL BASED COURSES:**Designed and developed Skill Based courses in Digital Marketing in partnership with Accenture India:**

- Website development and design
- Search Engine Optimization (SEO)
- Google Adwords
- Digital Campaign Management
- Google Search ad 360
- Google Analytics
- Double click for publisher
- Social media marketing

RESEARCH PUBLICATIONS:

1. Sood,G. and Sharma,JK., (2020), An empirical research into IPL’s Brand Doppelgänger using the Brand Concept Mapping Technique, International Journal of Public Sector Performance Management (Accepted)
2. Sood,G. and Sharma,JK., (2020), An empirical research into IPL’s Brand Doppelgänger using the Brand Concept Mapping Technique, in book titled “Global Business strategies for Sustainability (ed.2019) by Sharma. J.K and Gaurav Sood, Bharti Publication, New Delhi
3. Sood.G (2018), An investigation into IPL’s apparent imperviousness to suspected brand doppelgänger at Emerging Market Conference Board at Institute of Management Technology, Ghaziabad

4. Sood.G, Sharma.J.K and Srivastava. S (2017), Subversion of brand image by it's monstrous doppelganger in book titled "Global Business strategies for Sustainability (ed.) by Sharma. J.K and Tyagi.L.K, Bharti Publication, New Delhi
5. Sood,G. and Sharma,JK., (2017), Measurement and Impact of Brand Doppelgänger Imagery on a Brand, International Journal of Applied Business and Economic Research, Vol. 15, No. 17, 241-251
6. Gaurav et al., American International Journal of Research in Humanities, Arts and Social Sciences, 12(2), September-November, 2015 pp. 241-245
7. Gaurav Sood et al., American International Journal of Research in Humanities, Arts and Social Sciences, 16(3), September-November, 2016, pp. 201-206

BUSINESS ARTICLES: <https://www.businessworld.in/author/Guest-Author/Gaurav-Sood-82796/>

1. "Brand must be careful about their Cultural Strategy" <http://bwmarketingworld.businessworld.in/article/Brands-Must-Be-Careful-About-Their-Cultural-Strategy/16-11-2021-412082/>
2. "Brand Extension - A Strategy For Surrogate Advertising" - <http://bwmarketingworld.businessworld.in/article/Brand-Extension-A-Strategy-For-Surrogate-Advertising/02-11-2021-410827/>
3. "The Risk of Celebrity Endorsement" <http://bwmarketingworld.businessworld.in/article/The-Risk-Of-Celebrity-Endorsement/22-10-2021-409543/>
4. "Social Dilemma – Combatting The Predators" <http://www.businaressworld.in/article/Social-Dilemma-Combatting-the-Predators/12-10-2020-330550/>
5. "Is China's Loss India's Gain?" <http://www.businessworld.in/article/Is-China-s-Loss-India-s-Gain-/17-07-2020-298573/>
6. "Marketing In The Times Of COVID-19" <http://www.businessworld.in/article/Marketing-In-The-Times-Of-COVID-19/20-04-2020-189616/>
7. "Plan-D For Management Students" <http://www.businessworld.in/article/Plan-D-For-Management-Students/05-11-2019-178482/>
8. "The Future 4.0 University" <http://bweducation.businessworld.in/article/The-Future-4-0-University/25-12-2018-165515/>
9. "Factors That Matter While Choosing An MBA Program" <http://www.businessworld.in/article/Factors-That-Matter-While-Choosing-An-MBA-Program/31-12-2018-165691/>
10. "Fake News Is A Creator Of Doppelgänger Brand Image" <http://www.businessworld.in/article/Fake-News-Is-A-Creator-Of-Doppelg-nger-Brand-Image/05-06-2018-151171/>
11. "How Public Is Your Private Data On Facebook" <http://www.businessworld.in/article/How-Public-Is-Your-Private-Data-On-Facebook/31-03-2018-144557/>
12. "Why the experts keep getting it wrong" <http://businessworld.in/article/Why-The-Experts-Keep-Getting-It-Wrong-/27-12-2017-135727/>
13. "CAT 2017: Students Find LRDI Difficult; Reading And Quantitative Relatively Easy" - <http://businessworld.in/article/CAT-2017-Students-Find-LRDI-Difficult-Reading-And-Quantitative-Relatively-Easy/27-11-2017-132855/>
14. "Think Big Data: Act Small Data" - <http://businessworld.in/author/Guest-Author/Gaurav-Sood-82796/>
15. "Are smart phones making us any less smarter" - <http://businessworld.in/article/Are-Smartphones-Making-Us-Any-Less-Smarter-/15-10-2017-128574/>
16. "It's Time for Plan-D" - <http://businessworld.in/article/It-s-Time-For-Plan-D-The-Digital-Transformation/22-08-2017-124429/>
17. "Fake it 'til you make it: The reality behind fake news" - <http://businessworld.in/article/Fake-it-til-you-make-it-The-reality-behind-fake-news/29-07-2017-123117/>
18. "Peep Into The Psychology Of Internet Trolls" - <http://businessworld.in/article/Peep-Into-The-Psychology-Of-Internet-Trolls/22-07-2017-122637/>

19. “Brandenstein - The Brand Doppelgänger” - <http://businessworld.in/article/Brandenstein-The-Brand-Doppelg-nger/28-12-2016-110419/>
20. “Yahoo!...The Rise and Fall” - <http://businessworld.in/article/Yahoo-The-Rise-And-Fall/22-09-2016-105950/>
21. “Patanjali: Using Innovative Ideologies To Build A Breakthrough Brand” - <http://businessworld.in/article/Patanjali-Using-Innovative-Ideologies-To-Build-A-Breakthrough-Brand/30-08-2016-105007/>
22. “Don't Make Brand Promises You Can't Keep!” - <http://businessworld.in/article/Don-t-Make-Brand-Promises-You-Can-t-Keep-/23-08-2016-104733/>
23. “Mindshare vs Mousetrap marketing strategies” - <http://businessworld.in/article/Mindshare-Versus-Mousetraps-Marketing-Strategies/17-08-2016-104519/>
24. “Not so incredible Aamir Khan” - <http://businessworld.in/article/Not-So-Incredible-Aamir-Khan/08-02-2016-90945/>
25. “Pulsing the Market” - <http://businessworld.in/article/Pulsing-The-Market/02-02-2016-90768/>
26. “Disruptive Innovation Theory Is In Danger Of Becoming A Victim Of Its Own Success” - <http://businessworld.in/article/Disruptive-Innovation-Theory-Is-In-Danger-Of-Becoming-A-Victim-Of-Its-Own-Success/11-01-2016-90142/>
27. “Brand Hacktivism | A Weapon Of Brand Destruction!” - <http://businessworld.in/article/Brand-Hacktivism-A-Weapon-Of-Brand-Destruction-/17-11-2015-88017/>
28. “Culture Jamming” - <http://businessworld.in/article/Culture-Jamming/29-09-2015-86569/>

Other Professional Activities

- Editorial Board Member, The International Journal of Digital Accounting Research (**IJDAR**) (Springer), 2019-date
- Guest Editor, International **Journal** of Public Sector Performance Management (InderScience publication), 2019-date