

CV OF MAHESH ENJETI

Like Incredible India, the land he originally hails from, Mahesh Enjeti is full of surprises.

On completing school, despite securing a place in the IITs, he chose to pursue Pure Sciences. After topping his University in Physics (Honours), he went to business school (IIM Kolkata) at the ripe age of 20. Majoring in Finance, he sought a career in Marketing. In late 1993, just as he was scaling the very top of the corporate ladder in India, Mahesh opted to start life again in Australia, so he could spend more time with his wife and two young kids (who are now both in their twenties).

During a corporate stint that spanned more than 25 years, Mahesh has worked in virtually every product category (from fertilisers to entertainment, advertising to consumer products and banking to tourism) and in every genre of business - from the boutique, family owned firm to the large, global enterprise. Included in this journey have been ITC and DCM in India, Tourism Tasmania and Tabcorp in Australia.

His venture into consulting 10 years ago has allowed Mahesh the opportunity to connect these random dots and look at businesses very differently. He has created new brands, repositioned existing offerings and turned business models on their head. Prominent among these have been the transformation of an invisible ingredient technology into an emotive consumer brand, creating a living brand out of a volcano dormant for 23 million years and repositioning a tiny South Pacific Island as a non island.

Mahesh's key competencies are marketing *strategy*, customer *analysis* and business *innovation* which represent the letters S, A and I in his business name, SAI Marketing Counsel Pty Ltd.

Mahesh's ability to creatively solve the smallest of problems and to apply learnings from one business to another has attracted clients of *all* sizes – from global players to boutique businesses and from *all* sectors -financial services (St. George, VISA, CBA), infrastructure (Tungsten and Infraserv), consumer electronics (LG), technology (DOLBY), tourism (Norfolk Island, Hunter Valley, Tourism Australia), beverages (Maxxium), medical research (The George Institute), IT (Samparkit), utilities (RailCorp), economic development (Hunter Region Place Brand) and education (NSW Department of Education).

Mahesh is a creative strategist, an intuitive analyst and a history inspired futurist. The unique combination of creativity, analytical thinking and bottom-line orientation is what drew him to consulting. His contrasting abilities seem like a contradiction but stem from those early days of equal facility with physics and economics.

Mahesh has presented papers, published articles and won prestigious international awards for marketing effectiveness, including the Australian Marketing Institute Award for Marketing Excellence (1996 and 2009) and Adrian Advertising and Direct Marketing Awards, New York (on 4 occasions).

Mahesh has been associated with the Australian Graduate School of Management (AGSM) as Adjunct Faculty, Marketing for over 3 years and continues to be involved with Deakin Prime University in student evaluation for CPA Australia's Business Strategy & Leadership module.