

**MANISHI GUHA**  
**Mobile:** +919748665392  
**Email:**[manishiguha@bppimtslt.com](mailto:manishiguha@bppimtslt.com)

### **Educational Background**

- Master of Business Administration: - Bowling Green State University, OHIO, USA. Full time scholarship holder
- Master Arts - (Economics) Bowling Green State University, OHIO, USA. Full time scholarship holder
- Bachelor of Science – (Honours in Economics) Calcutta University

### **Academic Experience**

1. **Mar 2021 – till date:** Empanelled Visiting Faculty member at Army Institute of Management, Kolkata
2. **May 2004 – Aug 2008:** National Institute of Construction Management Research (Pune), – Assistant Professor

### **Corporate / Industry Experience**

1. **Nov 2013 – Sep 2018:** Insights Arabia, Jeddah, Kingdom of Saudi Arabia – (a leading local Saudi market research organization) - Director Research
2. **Feb 2013 – Sep 2013:** Feedback Market Research, Cairo, Research Director, Egypt & North Africa
3. **Dec 2011 – Nov 2012:** M/s Quantitative & Qualitative Measurement Co. Ltd. (Qyas), Riyadh, Saudi Arabia – Manager Consumer Research
4. **Aug 2008 – Sep 2011:** M/s Conferences India, (New Delhi) – Manager Marketing
5. **Feb 2002 – May '04:** M/s Upasana Communications (Mumbai), – Consultant
6. **Sep 1996-Jan2002:** ACC Cement Ltd. (The Associated Cement Cos.) (Kolkata), Deputy Manager – Marketing
7. **Oct 1993-Sep 96:** ACC Cement Ltd., – Superintending Officer (Mumbai) – Corporate Planning. Reporting directly to Executive Vice Chairman cum Managing Director as Executive Assistant
8. **Mar 1991-Oct 93:** Xpro India Ltd. (formerly Biax Ltd – an SK Birla Group company) (Kolkata)

### **Publications**

- Project Marketing – Formulation of an ideal Marketing Mix, printed in NICMAR Journal of Construction Management, Vol XXI, No1, January 2006