

ATKEARNEY



Sanjay Srikanth – Partner, A.T. Kearney

Mr. Srikanth has 20+ years of management consulting experience in advising global clients on various issues from business strategy to operations improvement to enterprise transformations. His client base spans consumer goods, food, retail, media, and financial service companies. Mr. Srikanth's particular areas of expertise include both marketing effectiveness and efficiency. He has worked with several clients to improve marketing channel optimization, direct marketing, loyalty marketing, creative process and agency optimization, return on marketing investments, etc. Mr. Srikanth has published several articles on various marketing topics and presented at several marketing conferences and seminars. Mr.

Srikanth has an MBA from the Katz Graduate School of Business at the University of Pittsburgh and is a Partner with the global consulting firm of A.T. Kearney.