



BRIAN PINTO
Country Head
I-AM

Profile



With over 20 years of experience in the advertising, branding, marketing and business development field, Brian Pinto has worked with some of the most admired and successful global brands in markets across Asia. Brian holds a Mechanical Engineering degree along with an MBA in Marketing. He has worked across categories in the domain spanning real estate, luxury, media, telecommunications, DTH, energy, personal care, beverages, apparels, financial services, snack foods and home care.

Having worked with international clients ranging across Unilever, Reckitt Benckiser, Johnson & Johnson, Diageo, Bacardi, PepsiCo and the Tata Group, he successfully developed brand strategies, leveraging knowledge of market dynamics as well as consumer insights, for core brands in both the luxury as well as the mass segment within these companies. He has worked with leading agencies and brand consulting firms including Grey, Publicis, JWT, DDB Mudra and DY Works, wherein he has developed brand strategies, portfolio strategies, brand positioning and brand architectures for global MNC corporates and brands. Brian has also headed the marketing function for clients, enabling him an extensive insight and comprehension of clients' perspectives, needs and objectives.

Brian joined I-AM as Country Head in 2015. At I-AM he has been responsible for overseeing the consultancy's range of strategic brand solutions and services for stakeholders pan India ranging from Market Mapping, Brand Positioning, Brand Identity creation, Environmental and Commercial Interior Design spaces across the Fashion, Finance & Banking, Food & Beverage and Corporate domains. He has handled many diverse and prestigious clients at I-AM including Flipkart, HDFC Bank), IDFC Bank, AU Small Finance Bank, Godrej and Arvind Fashion Brands.

Brian is a member of the Hong Kong Chapter of Mensa. He is an avid reader, and his diverse hobbies comprise watching movies, solving complex puzzles & quizzes, and travelling.

Brian Pinto is Country Head, I-AM.