

## PROFILE

**PARTHA GHOSH**  
**Chief Operating Officer – West & South**  
**Percept Media**



With over three decades of experience, Partha Ghosh, has a track record of working with some of the most iconic brands across the field of advertising, media business, strategy media planning and buying, and market research.

He kick-started his career with Contract Advertising, after which he moved on to work with renowned agencies like Lintas Media, The Mediaedge, GroupM Mindshare, GroupM Motivator and R K Swamy Media Group. He joined Percept Media as Chief Operating Officer in 2015.

Partha has worked in diverse roles pan-India and other countries as well. His specialization includes sectors like FMCG, Media, Banking, Hospitality and Consumer electronics. He has worked with renowned national and international clients including Unilever, Pepsi, Motorola, Marico, Nokia, DHL, Sony Ericsson, Singapore Airlines, Parle Products and JSW Steel. He has successfully developed strategies based on consumer insights and executed campaigns for brands traversing both the luxury as well as the mass segments.

At Percept Media, Partha leads the Integrated Media Services offering of the entire Percept Group including Digital Media and conventional Media Planning & Buying, and has handled many diverse and prestigious clients such as FedEx, Toyota, Force Motors and JL Morison.

He serves as Visiting Faculty on various courses and classes pertaining to Media Planning and associated subjects at many prestigious academic institutes including the full time MBA course at the Bajaj Institute of Management, MICA, Sydenham College, Welingkar Institute, Indo German Chamber of Commerce, National Institute of Industrial Engineering and Sophia College, Mumbai.

He is currently completing the Advance Program on Digital Media Marketing from DMTI, Mumbai.

Partha is an avid reader, and his other varied interests lie in Movies and Travelling. He is also an avid Photographer.

**Partha Ghosh is Chief Operating Officer – West & South of Percept Media.**