

PROFILE**ZARIF TAPIA****Executive Vice President & National Head
Percept Activ**

Zarif Tapia, Executive Vice President & National Head, Percept Activ comes with 20+ years of rich experience in creating memorable experiences for Brands, Businesses & Corporate Legends. After completing a Bachelor's degree in Science from St. Xavier's College, Mumbai he went on to pursue his career goals with a Master of Business Administration (MBA) from Newport University, Utah, USA.

He commenced his career as a sales professional and further became an expert in Marketing Communication with a focus on Experiential Marketing. He has extensive International Experience and Network with an impressive repertoire of C-Suite client relationships. He has worked with reputed agencies such as Edelman (Cream Events) and Wizcraft International Entertainment before he turned Entrepreneur, and has managed many reputed companies and brands including Hindustan Unilever Ltd., The TATA Group, Reliance Industries, Larsen & Toubro, SIDBI, Jaguar Land Rover, VW Group, JSW and Gulf Oil. With a go getter attitude, he thrives on driving business growth and focuses on delivering experiential excellence across sectors. Over the years, Zarif has counselled a wide range of Indian and multinational clients across the corporate, consumer, lifestyle and luxury sectors. At Wizcraft, he was instrumental in spearheading the Exhibitions' division running prestigious projects such as the MCHI Property Expo, the largest property expo in India, and the IIFA Expo.

Zarif joined Percept Activ as Executive Vice President & National Head in 2018. At Percept, he is responsible for overseeing and driving the Experiential Marketing Business, building client relationships, acquisition and retention. He is also responsible for identifying new business opportunities and technologies, strategizing, creating innovative ground-breaking solutions in the BTL domain, and scaling up the range of services, properties and offerings for Percept Activ pan India.

Zarif's interests lie in fitness and transformational learning. During his leisure time, he enjoys music, travelling and exploring new cultures.

Zarif Tapia is the Executive Vice President & National Head of Percept Activ.