

PROFILE

BAKUL GALA
Chief Executive Officer
Percept Profile

With a major in Economics, Advertising & Marketing, Bakul Gala has had diverse exposure with a remarkable experience of 25+ successful years. He has worked in numerous fields of Manufacturing, Sales, Events, Marketing Communications, Journalism, On-Ground Activation, Investor Relations, Government Relations and PR.

Bakul Gala commenced his career as an entrepreneur with Godavari Rubber Products and soon after worked with renowned companies like A & M magazine, Business India, Times of India, Indian Express Group and Ketchum Sampark Pvt. Ltd. He also worked in Dubai with companies like ASDA'A PR, Adfactors PR FZ LLC and Brandmark Group.

During his vast career he has worked with clients from varied sectors like Automobiles, Auto Ancillary, Aviation, Banking, Cement, Engineering, Financial Services, Hospitality, Infrastructure, Insurance, IT, Mutual Funds, Power, Private Equity, Realty, Steel, Telecom, DTH and HealthCare. He has handled leading brands such as ICICI Bank, Bajaj Electricals, Kirloskar Brothers, HDFC ERGO, Fortis, Angel Broking, Cellular Operators Association of India, JBM Auto, Siemens, DaimlerChrysler, IBM, Reliance Infrastructure, Spice Mobility, Suzlon Energy, Bombay Dyeing, Bombay Realty, Toshiba India, Johnsons Control India, Air Arabia, ABN AMRO Dubai (now RBS), Al Ahmadiyah Contracting, Dubai Islamic Bank, Dubai Financial Market, Abraaj Capital, Fortune Management (Dubai), Al Dhafra Financial Broker, Mazda (Dubai), Oasis Leasing, ICICI Bank, UTI Mutual Fund, Bajaj Auto, Bharti Tele-Ventures (Airtel), Wipro, HDFC Bank, Cathay Pacific, Qatar Airways, Ceat Tyres, SAS, GoAir, Bajaj Electricals, Swipe Telecom, KEF Infra. He has also provided senior consultancy to several blue chip companies.

Bakul took over the mantle of Chief Executive Officer of Percept Profile in 2017. As CEO of Percept Profile, he is responsible for identifying new business opportunities, bringing processes and systems that enable team members perform better and help clients achieve better results. He is accountable for creating and strategizing innovative concepts, building image, reputation and execution of crisis communications.

Apart from being a Columnist, Guest Lecturer, Journalist, Start-up Evangelist, CEO Trainer, Market Entry and IR & PR Strategist, he believes in daily exercise & staying healthy. He also enjoys swimming, listening to music, watching movies, and playing badminton.

Bakul Gala is Chief Executive Officer, Percept Profile.