

PROFILE

VIDYA ALVA
Chief Operating Officer
Percept ICE



Vidya Alva, Chief Operating Officer, Percept ICE has been conceptualizing, creating and delivering innovative and large format productions, events and experiences over the past two decades. After graduating in Commerce from Mumbai University, she went on to pursue a Post Graduate Diploma in Event Management from EMDI where she attained the top rank.

She commenced her career as a consultant and handled multiple projects including the Rolling Stones Licks India Tour 2003, Enrique Iglesias Concert 2004, and the Mukti Foundations charity concerts. She travelled across Europe and Middle East with Pasha Goshi Productions where she was a part of the core team that conceptualized and produced the International Musical Production 'Bharati' www.bharatitheshow.com. Her portfolio comprised research, content creation, setting up the creative team, legal, logistics, planning, scheduling, budgeting, presentations for the international promoters and producing the musical on-ground in international territories. She moved on to take on the mantle of Director – Client Servicing with Seventy Event & Media Group before joining Percept in 2011.

All through her illustrious career Vidya worked with brands such as Jaguar Land Rover, Cartier, Hamleys, Steve Madden, Zegna, Goafest, Panchshil Realty, Essel Group, Zee Media, Vodafone - Idea, Fiat Chrysler Automobiles, Jeep, Tata Motors Ltd, Volkswagen, Hero Moto Corp, Mercedes, GJEPC, Diageo, Kotak Mahindra Bank, Development Bank of Singapore (DBS), Forbes India, CNBC, WNS, Indian Navy and Reliance Brands.

At Percept her role has encompassed business management, building strategic plans for events and experiential marketing projects, managing teams while enhancing the quality of work delivered to exceed client expectations, event planning spanning conceptualization, planning modules, supervision and ensuring seamless on ground productions. She is also responsible for Business and Client acquisition and retention. She has been a vital part of successful mega events including Zee's 25 years celebration, Essel Group's 90 Years celebration in the presence of the President and Prime Minister of India, Ananya Birla's Music Single launch, Launch of Volkswagen Beetle, Diageo World Class Cocktail Festival, Launch of Hero MotoCorp in London, multiple events for Jaguar Land Rover, International Fleet Review, Filmfare Awards and Jeep Compass Launch.

Her interests lie in travelling, dancing and observing diverse cultures.

Vidya Alva is the Chief Operating Officer of Percept ICE.