




**GLOBAL MARKETING EXECUTIVE**  
**BRAND BUILDER & STORYTELLER**  
**PERFORMANCE MARKETING SOLUTIONS**



**Shuchi Sarkar** (She/Her) · 2nd  
Chief Marketing Officer | Global Marketing Executive for Fortune 500 Brands & Start-ups | Forbes Communications Council | Tech, BioTech, SaaS, B2B/B2C Performance Marketing  
Palo Alto, California, United States · [Contact info](#)  
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**Featured**



**Link**

**Council Post: How Marketers Can Work Effectively In Large Organizations**  
Forbes


If you work in a large organization, the title of my article will be very familiar to you. Large companies tend to have complex reporting and working relationships.



**Link**

**Council Post: Five Tips For Successful Transformation**  
Forbes

Creating change and transformation can be very rewarding, but it's not just about the business or awards. It's equally important to make your people and your team feel...



**Post**


My first trip back to India in over 2 years gave me time to...

**Humans**  
Shuchi Sarkar on LinkedIn · 3 min...

101 36 comments

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Shuchi Sarkar reposted this · 1d

Its exciting but tough creating a new category. We need support from all our friends and family. Do consider investing even 100 or 200 dollars in Bud Love. It will be worth it

1




Shuchi Sarkar posted this · 2d

Monica Caldas is an IT professional passionate about DEI and talent upskilling, and shares her expertise in this excellent interview. She believes that affinity groups like "Women in Tech" are excellent ways to devt ...show more

**Tech talent development rests on DEI, upskilling, teamwork**  
techtargget.com · 6 min read

2




Shuchi Sarkar posted this · 2d

The fact that more and more large brands are embracing the metaverse should tell you something: It's a smart business move. Staying stagnant in your business endeavors is a guaranteed way to fall behind comj ...show more

**Disney Is Diving Into Web 3.0 and the Metaverse: Here's What That Means**  
nasdaq.com · 3 min read

3



Shuchi Sarkar reposted this · 6d

Friends and colleagues. This is an amazing new category, very much in line with Mixology and Personalization consumer trends out there. Do try our product and invest n Bud Love through our Wefunder campaign ...show more

**Introducing Bud Love, the world's first cannabis mixer.**

7 1 comment

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**About**

Global Marketing Executive with 25+ years of progressive leadership experience building, scaling, and transforming Fortune 500 & Start-up B2B & B2C brands. My work has traversed the Americas, Asia-Pacific, and Europe. Proven track record leading global, diverse teams to build and accelerate businesses into new international markets; driven by data, creative storytelling, and customer engagement, which results in ...see more

## Experience



### Chief Marketing Officer

Creo · Full-time

Jan 2020 - Present · 2 yrs 10 mos  
San Deigo

· Oversaw company valuation process in 2021, set at \$175M, without a product or proprietary technology by leveraging only our brand narrative ...see more



### Creo Ingredients

Creo is an ingredient company that produces rare and novel cannabinoids using the age-old natural process of fermentation, coupled with cutting-edge technolo...



### Member

Chief

Jul 2022 - Present · 4 mos

I've just joined Chief, a private network built to drive more women into positions of power and keep them there. Chief is the only organization specifically designed for the most powerful women execu...see more



### Expert-in-Residence

Rippleworks

May 2022 - Present · 6 mos

RippleWorks pairs leading Technology and Business Executives with promising Social Ventures to jointly solve immediate and critical scaling challenges in order to accelerate impact. Through short-...see more



### Official Member

Forbes Communications Council · Freelance

Jul 2021 - Present · 1 yr 4 mos



### Advisory Board Member

Gosling Media, LLC

Jun 2021 - Present · 1 yr 5 mos

Show all 16 experiences →

## Education



### Institute of Management Technology, Chaziabad

Master of Business Administration - MBA, Management

Activities and societies: Part of the Placement Committee, the Cultural Forums and driving the Marketing fairs with Industries



### Apeejay Styta Education (Svran Foundation)

All India Senior Secondary, Humanities/Humanistic Studies

Grade: 12

Activities and societies: Head Girl of school

Member od debating society, drama, dance and social service



### Shriram College of Commerce

B. A (Hons) Eco, Economics

Activities and societies: College Cultural Secretary

Member of college debating and dram ...see more

## Volunteering



### Fundraising/Volunteering

Youth Community Services

Aug 2016 - Present · 6 yrs 4 mos  
Social Services



### Board Member

Mother Symposium

Children



### Marketing Chair

Saloni Heart Foundation

Mar 2020 - Present · 2 yrs 9 mos  
Children

Saloni Heart Foundation is a non-profit dedicated to helping kids with congenital heart diseases in India. They help provide second opinions via some of the top paediatric surgeons in the world as w...see more

Show all 4 volunteer experiences →

## Licenses & certifications



### Change Management and Transformation

HP

Issued May 2018 · No Expiration Date

Credential ID Leader in Change Management and Transformation



### Aspen Institute Course for Leadership Development

HP

Issued Apr 2017 · No Expiration Date

Credential ID Leadership Development



### Advanced Leadership Course


Hewlett Packard Enterprise


Show all 4 licenses & certifications →

## Skill

## Skills


### Strategy


 Endorsed by Antonio Lucio and 10 others who are highly skilled at this

 Endorsed by 18 colleagues at HP

 48 endorsements


### Demand Generation

 Endorsed by Ivy Liang who is highly skilled at this

 Endorsed by 5 colleagues at HP

 16 endorsements

### Digital Marketing

 Endorsed by 2 colleagues at HP

 7 endorsements

Show all 50 skills →

## Recommendations

### Received

### Given



**Rik Haslam** · 3rd

Executive Creative Partner at Brandpie

December 6, 2021, Shuchi was Rik's client

I've had the pleasure of working with Shuchi during her time at both Creo and HP. Shuchi's goal is always to create extremely creative, distinctive and effective brands and communications. Her focus on excellence makes her an inspiration to partner with. She always challenges me to do my best work and she has extremely good judgement. It's rare to find people who can push you to be better wh ...see more



**Antonio Lucio**  · 3rd

Principal & Founder 5SDiversity, Executive Fellow at Yale SOM . Board member: Express,Vidmob and Adweek. Former Global CMO Meta, HP Inc, Visa and Pepsico Int.

October 5, 2021, Antonio was senior to Shuchi but didn't manage Shuchi directly

Shuchi is a great leader. She has a great analytical mind and effective team management skills. She consistently delivers her goal . She can articulate a clear and inspiring vision while achieving the right balance between empowerment and support . Shuchi is also a great role model.



**Reeti Malhotra** · 3rd

Global Tech Marketer

May 15, 2020, Shuchi was senior to Reeti but didn't manage Reeti directly


I have had the privilege of working in India under Shuchi 's global GSB org.Shuchi led the transformation of GSB marketing globally and drove a big remarkable change. She is a highly inspiring fearless leader who goes all the extra mile to enable team to take risks and deliver results. She is great people manager who always ensured team learning and development goes hand in hand with the individual lev ...see more

Show all 16 received →

## Honors & awards

### Digital Marketer of the Year

Issued by Women In Marketing · Feb 2017

 Associated with HP

### Cannes Silver-Direct Marketing


Issued by Cannes Council · Sep 2006

 Associated with HP India Sales Pvt Ltd

For a HP Direct Mail

### Cannes Bronze

Issued by Cannes Ad Council · Sep 2000

 Associated with Compaq Computer Corporation

TV Commerical - Compaq Consumer PC

Show all 5 honors & awards →

## Languages

### English

Native or bilingual proficiency

### Hindi

Native or bilingual proficiency

## Organizations

### MavenIndex

Advisory Board Member · Mar 2021 - Present

Advisory Board Member to MavenIndex, an organization devoted to economically empower women

## Causes

Poverty Alleviation

## Interests

Influencers

Companies

Groups

Schools



**Chris Capossela**  · 2nd  
EVP & Chief Marketing Officer at Microsoft  
165,444 followers

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**Andreas von der Heydt**  · 2nd  
Member of the Executive Board - International  
478,229 followers

+ Follow

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