

WHO IS PRAVIN "Shameless" SHEKAR?

Pravin is an outlier marketer and a raconteur!

WHAT DOES PRAVIN TALK ABOUT?

In his keynote talks and workshops, Pravin addresses business leaders and senior corporate executives. He gently “pushes, nudges and slides” to get the key message across. He talks on:

OUTLIER MARKETING/SALES

Reorient thinking to grow the unconventional way!

IDEATION and CREATIVITY

The bedrock of business, scale and “Re-Orientation”

REFERRAL/WORD OF MOUTH GROWTH

Buzz strategies to grow your business and personal brand

WHO IS PRAVIN?

He is the Chairman of KREA (India's leading Health research panel) and is a Managing Partner at KRUX108 (Outlier marketing consultancy). Pravin is a social investor in CAN DO (a BPO, by/for the physically challenged) & KÄSE, a producer of artisanal cheese.

Pravin's book **DEVIL DOES CARE** on Outlier marketing was launched in 2016. Other books in the pipeline are “**Outlier Sales strategies**; Say NO to grow your business (Jan 2019) and **REFERRAL 108**; Word of Mouth for your business and personal brand (Nov 2019).

He is the recipient of the “Emerging Leader in Market Research” 4Under40 Award from the American Marketing Association and the Ginny Valentine “Badge of Courage” award for evangelizing skilling/employment for people with disabilities.

Pravin is the President of the Market Research Society of India, a Trustee at the Jeevan Stem Cell research center and an advisor at The Bhoomika Trust.

WHY PRAVIN?

1. Pravin is a “Practical” entrepreneur. Life is not all theory but implementation, failure, tweaking and execution; all towards achieving the set objectives. Pravin gets things done!
2. As a **Practitioner**, Pravin relates to the audience, and as a **Storyteller**, he gets the message across effectively.

These are two reasons why Pravin is booked as a global speaker.

Education:

- **Silver rank holder**, Indian Institute of Management, Indore (EPGP)
- **Outstanding Student Awardee**, Bachelor of Engineering, SVCE, Madras University

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