



Prof Zamarrud Ansari is an academican with 13 years of experience across the sales and **MARKETING** domain. She is a consistent and process oriented team leader believing in having a systematic and thoughtful approach towards refined growth of people and organisation. A focussed individual with an open eye, who is keen to learn and implement practices to keep pace with the changing times.

Her academic inclination is for subjects such as consumer behaviour, **Marketing** communications, marketing strategy and behavioural skills.

Prof. Zamarrud is a proficient strategic thinker, business planner. She has a track record of consistently achieving targets and sometimes being above targets. She has demonstrated the capacity to implement projects in co- ordination with a team, in providing innovative solutions keeping in mind the managements' specifications.

Rightly said by many "once a hotelier always a hotelier". She is a hospitality professional with experience in various assignments within the Hotel industry in the Sales & Marketing work stream for Pune and Mumbai regions.

A deep understanding of the growing Indian hospitality sector. She has gained experience and exposure by working for Corporate, MICE and Leisure sectors with different properties and assignments with multiple brands. She has an experience on all the stages of work implementation from planning to delivery with the hotel industry.

Prof. Zamarrud's contribution towards student development is visible with all her efforts at Sinhgad Institutes. She has a special taste for literary works of the medieval period, with William Shakespeare being her favourite author.