

# DIPANJAN CHATTERJEE

*Industry expert, client advisor, keynote speaker*

consumer behavior | customer experience | brand strategy  
digital interactions | tech and society | cultural relevance



## Work

- Vice President and Principal Analyst at Forrester

## Industry Presence

- Appear on CNN and NPR, and frequently quoted in publications like the New York Times, Business Week, and Financial Times
- Speaker at major global events like SXSW, Mobile World Congress, and Harvard Business Review forums
- Author articles in publications like the MIT Sloan Review, AdAge, Adweek, and The Drum

## Education

- M.B.A. from the University of Chicago with concentrations in Marketing and Strategy
- B.A. in Economics, magna cum laude, from Amherst College; elected Phi Beta Kappa

## Contact

✉ dipanjan2000@gmail.com

☎ +1-646-714-4250

## ABOUT ME

I lead the brand experience research and client advisory practice at Forrester Research. I have built this practice over seven years to establish Forrester as a thought leader in the category. My published and award-winning research include reports on consumer behavior, brand strategy, digital touchpoints, customer experience, employee experience, growth strategy, and race and gender equity.

My expertise is sought by the industry and the media: I have appeared on CNN and NPR and been widely quoted in outlets like Business Week, Financial Times, The New York Times, Guardian, and Vogue. I have written for publications like the MIT Sloan Management Review and AdAge and spoken at events for SXSW, Mobile World Congress, and the Harvard Business Review.

## MY CLIENT WORK

I have advised business and marketing leaders of leading brands in consumer products, financial services, automotive, retail, pharmaceutical, technology, and many other industries. These brands and companies include AARP, AstraZeneca, Bloomberg, Banco Santander, Johnson & Johnson, Kimpton Hotels, Lexus, Mastercard, Microsoft, Nestle, Patagonia, Pfizer, Quicken Loans, Shiseido, Verizon, and YouTube.

## OTHER AFFILIATIONS

I am a Fellow of the Kautz-Uible Economics Institute at the University of Cincinnati's Lindner School Of Business, where I direct research projects and lead the center for digital experiences.

I have lectured at several other academic institutions, such as the University of Cambridge's Judge Business School.

I serve as a member of the 4A's Customer Experience Council and VMLY&R's Inclusion Experience Council.

## WORK EXPERIENCE

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### **Forrester | Vice President and Principal Analyst (2016 – Present)**

- Lead Forrester's brand strategy and experience practice, which I established in 2016.
- Work with a team of researchers and consultants to conduct research and lead client advisory.
- Publish reports covering diverse topics like consumer predictions, brand strategy, alignment between brand and customer experience (CX), revenue growth, managing through crises like pandemics, and preparing brands for gender and racial inclusivity.
- Advise senior management and C-suite clients from marketing, strategy, CX, and digital business disciplines.
- Play a significant role in elevating Forrester's visibility by being a prominent contributor to news media, business journals, and industry events.

### **VMLY&R – BAV Group | Senior Vice President (2013 – 2016)**

- Led a consulting team comprising engagement managers, consultants, data scientists, and researchers to deliver brand strategy projects utilizing the industry-leading Brand Asset Valuator ("BAV") model and global syndicated dataset.
- Spearheaded efforts, as a member of the executive team, to increase the firm's visibility for strategy consulting work among blue-chip clients while building a team capable of delivering that work.

### **Concentrix Group | Managing Director and Chief Strategy Officer (2006 – 2013)**

- Co-founder and partner of a boutique marketing strategy consulting firm with a global presence in the U.S., Latin America, and Asia.
- Led consulting teams on multi-year global projects for financial services, consumer products, pharmaceuticals, and other companies with a focus on revenue growth through innovation, market entry, segmentation, and other strategies.

### **Berkshire Hathaway/Fechheimer Group | Executive Vice President and GM (2004 – 2006)**

- Member of the executive team, reporting to the CEO of one of the nation's largest companies providing uniforms for the public sector (police, fire, EMS, etc.).
- Owned the P&L for a national chain of retail stores with 200+ team members and led it through a restructuring to turn around revenue growth and profitability.

### **Fedex/Kinko's | Senior Director, Product Management (2000 – 2004)**

- Innovation, product management, and product marketing responsibility for several consumer, small business, and enterprise product portfolios totaling over \$350M in revenue..
- Developed and launched several new products like digital photo printing and document management solutions while turning around loss-making products like equipment rental.

### **Booz Allen | Lead Associate, Marketing Strategy Group (1996–1999)**

- Post-MBA role with responsibility for managing and executing strategy consulting projects.

### **Morgan Stanley | Financial Analyst, Investment Banking (1992 – 1994)**

- Pre-MBA analyst role, responsible for corporate finance and M&A analysis.