



DIPANJAN CHATTERJEE

www.dipanjan chatterjee.com

SUMMARY

My work sits at the intersection of consumer behavior, technology, and culture. My interests and experience span marketing, growth, branding, and consumer strategies. In a variety of consulting, agency, and industry roles, I have advised leaders of global brands on their most pressing strategic issues.

PRESS AND SPEAKING

My writing and commentary appear in leading media like AdAge, Adweek, Fast Company, Forbes, Fortune, Inc., NPR, The New York Times, Vogue, and the Washington Post. I speak at major conferences all over the world like SXSW, Mobile World Congress, Content Marketing World, Maximidia, and The Financial Brand.

MY WORK WITH BRANDS

I have advised brands like AbbVie, AstraZeneca, Bank of America, Banco Santander, Cap Gemini, Gore, HSBC, IHC, Infiniti, J&J, Kraft, Lexus, Mastercard, Microsoft, Nestle, PWC, Patagonia, Pfizer, Prologis, Purina, Quicken Loans, Shiseido, Verizon, and YouTube.

MY WORK AT FORRESTER RESEARCH

Vice President and Principal Analyst

I lead Forrester's branding practice and help CMOs and other senior marketers navigate the rapidly evolving brandscape of the future. My work encompasses brand strategies to drive business value, the future of digital brand experience, emotions and the humanity of brand in a world of machines, measurement frameworks to make sense of brand, and analytical models of consumer brand perception and choice.

OTHER SELECTED WORK EXPERIENCE

Senior Vice President, BAV Group, VMLY&R

Led a brand strategy consultancy practice utilizing the world's most extensive database of brand perceptions.

Chief Strategy Officer, Concentrix Group

Partner and strategy lead for a boutique global marketing strategy consulting firm.

Executive Vice President, Fechheimer/Berkshire

Headed the retail operation for a Berkshire Hathaway company portfolio serving the public sector uniform market.

Senior Director, Fedex/Kinko's

Led product development, product management, e-commerce, retail and commercial product lines.

ACADEMIC BACKGROUND

University of Chicago

MBA in marketing and strategy, full merit scholarship.

Amherst College

BA in Economics, magna cum laude, phi beta kappa, won a Ford foundation grant and the economics prize.

WHEN I'M NOT AT WORK

I am an avid reader, traveler, foodie (with a penchant for street food), bumbling photographer, and a professor for an MBA class in marketing strategy.

CONNECT WITH ME

I am a frequent contributor on LinkedIn and I invite you to connect with me there. You can learn more about my work at www.dipanjan chatterjee.com and email me at dchatterjee@forrester.com.