

Contact

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Top Skills

Marketing

B2B Marketing

Branding & Identity

Certifications

Oracle Eloqua Marketing Cloud Certification

Peeyush Dubey

Chief Marketing Officer, Tech Mahindra
New York City Metropolitan Area

Summary

With nearly 25 years of experience in marketing communications, digital marketing, and B2B marketing, Peeyush is passionate about enhancing stakeholder confidence in the brand and reducing friction to sales.

Peeyush's approach to marketing transformation is based on the holistic framework of 'Brand-Demand-Expand', which involves creating compelling value propositions, influencing key decision-makers, generating high-quality demand, and expanding customer relationships. He has successfully implemented this framework across multiple geographies and industries, and built global brands that stand out in the market. He leverages the power of modern marketing technologies to design and execute integrated campaigns that deliver measurable business outcomes. He thrives on learning about the emerging trends and best practices in marketing, and inspiring a high-performance team with a shared vision and values.

Experience

Tech Mahindra
Chief Marketing Officer
November 2023 - Present (9 months)
New York City Metropolitan Area

Tech Mahindra Global Chess League
Chairperson
May 2024 - Present (3 months)
New York City Metropolitan Area

TheMathCompany
Chief Marketing & Strategy Officer
August 2022 - November 2023 (1 year 4 months)
New York City Metropolitan Area

LTI - Larsen & Toubro Infotech
EVP & Chief Marketing Officer
September 2015 - August 2022 (7 years)
Greater New York City Area

- Understanding the changing customer
- Facilitating buyer journey
- Enriching experience at every touchpoint
- Refreshing the brand architecture to support next phase of growth
- Positioning the company as a leader for Digital + Physical convergence
- Revamping digital and social media presence
- Pipeline growth through campaigns based on modern marketing technologies
- Building and inspiring a high-performance global marketing team
- Industry associations and academic partnerships for competitive differentiation
- Revitalizing analyst & advisor relations
- Bringing about an organization-wide transformation with LTI 2.0 strategic blueprint

Mindtree
General Manager, Global Marketing
October 2013 - September 2015 (2 years)
San Francisco Bay Area

Built the global field marketing team and vendor ecosystem. Defined the 3-pillar marketing strategy to support fast growth.

The team designs and executes integrated campaigns to generate demand, reduce friction to sales and improve win rates across the globe. Established Account based marketing program for Top 10 clients. Introduced social selling practices to improve pipeline velocity.

Created a modern marketing system with automation, sales-marketing integration, buyer persona based outreach, inbound and outbound content marketing, SEO, SEM, lead lifecycle management, lead nurturing, scoring and grading. Intense focus on marketing metrics with CMO dashboard, web analytics and social media monitoring tools.

Infosys
10 years 2 months

Global Marketing Head, High-Tech & Manufacturing Vertical
June 2010 - October 2013 (3 years 5 months)

San Francisco Bay Area

Global Marketing Head for \$1.6 Bn High-Tech and Manufacturing business at Infosys. Responsible for marketing planning, budgeting, team management, go-to-marketing approach, demand generation campaigns and integrated marketing communications across North America, Europe and Asia.

Designed and executed several high ROI campaigns for every stage of customer lifecycle and budget scenario.

Senior Marketing Manager

July 2007 - May 2010 (2 years 11 months)

Bengaluru Area, India

Marketing leader for strategic global sourcing, with the responsibility of digital marketing, media relations, customer advisory board, third-party advisors, conferences and trade shows

Marketing Manager

September 2005 - June 2007 (1 year 10 months)

Bengaluru Area, India

Analyst and Advisor Relations to enhance brand awareness, 'move the dot' in ratings, rankings and demand generation

Assistant Marketing Manager

September 2003 - August 2005 (2 years)

Bengaluru Area, India

Program Manager, Wharton Infosys Business Transformation Award (WIBTA) - a unique thought leadership and branding initiative in collaboration with The Wharton School

IGATE

Marketing Manager

October 2002 - September 2003 (1 year)

Bengaluru, Sydney

Defining sales enablement and marketing processes at iGATE Australia. Content creation and launching marketing campaigns to improve brand awareness and generate demand.

Activities included sales kits & training for field team, rebranding of iGATE brand and account based marketing for large customers.

IDS NEXT Business Solutions Pvt Ltd

Marketing Manager

May 1999 - September 2002 (3 years 5 months)

India, Egypt, UAE, Sri Lanka, Malaysia, Tanzania

Responsible for international market development and alliance marketing in Egypt, Tanzania, UAE, Sri Lanka and Malaysia. Helped the growing company operating in a niche market with setting up product marketing processes.

Working with operations team to improve customer support services and building an advocacy program. Segmenting and targeting software products in difficult to penetrate markets with unique launch and sales promotion activities.

Education

ICFAI Business School

Master of Business Administration - MBA, Marketing

University of Michigan - Stephen M. Ross School of Business

Executive Education, Leadership