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Shivanand Shenoy joins MRSS India

MRSS India has brought on board Shivanand Shenoy, a senior marketing professional. MRSS India is the Indian arm of One Asia's leading market research agency Majestic MRSS.

Joined in June 2012, Shenoy will be working with MRSS India as Senior Director, Client Servicing. He will be supervising the IT, Online and FMCG verticals for MRSS. He will also be heading the new vertical of 'Digital Research'. Digital penetration being the most easy and accessible source for market researchers, Majestic will be exploring this vertical more for its research operations and Shenoy will be leading this.

Shenoy, a senior marketing professional has completed almost 15 years analysing the markets and the overall scenario for various industries. He specialises in providing market/consumer insights to companies in Services, IT – Hardware and FMCG industries.

Commenting on Shenoy's appointment, Sarang Panchal, Chief Mentor and Principal Adviser, MRSS India, said, "We know Shivanand through his work and contribution to the market research industry in India as well as abroad. His knowledge, associations and active presence in the industry will contribute a lot to make MRSS India as a brand with global technological leadership and hyper-local understanding. We believe that embracing digital is the new marketing imperative. It is a game changer, and how companies will win, moving forward."

On his new role, Shenoy said, “The verticals that I am looking into will mainly be revolving around social networking sites, mobile penetration, etc.”

In the past, he has been associated with companies like AC Nielsen, Intel Corp, DHL Express and Reliance Industries Ltd.