

Anant Nehru

Innovation & Growth Strategist

Anant has spent time in New Delhi, San Francisco, New York and Toronto working with start-ups and Fortune 500 companies. He has worked in and led teams helping companies make better business decisions enhancing customer acquisition, revenues and growth.

EXPERIENCE

Client Partner

[Fulton Waters](#) Dec 2015 - Sep 2018

- October 2017: Moved to Toronto from New York to set up and drive Canada operations.
- Conceptualize and execute growth strategy for global start-up clients.
- Facilitate strategic partnerships for Fortune 500 and SaaS start-ups.
- Develop and sustain collaborations with Innovation & Strategy CxOs.
- Identify and assess differentiated innovation for enterprise clients.
- Design consultative services focusing on innovation identification and collaboration.
- Study international innovation and start-up trends to future-proof corporate strategic initiatives.

Strategy & Business Development

[Research Fusion](#) Jan 2010 - Jul 2014

- Launched new vertical leading 4-member sales and strategy team.
- Spearheaded relationships with CxOs at fixed telecommunication providers.
- Redesigned customer oriented strategies to maximize acquisition, ARPU and retention.
- Encouraged adoption of global best practices by product teams.
- Influenced cross-functional tactical decisions impacting operator KPIs.
- Devised and launched multi-channel marketing campaign to establish brand awareness and credibility.

Business Development

[Bellset Entertainment](#) May 2009 - Jan 2010

- Devised experiential marketing tactics to maximize client brand awareness.
- Part of the enterprise business team tasked with growing client base.

Founder

[All Bout Cars](#) Apr 2008 - May 2009

- Entrepreneurial venture leveraging passion and knowledge of the automotive industry.
- Managed sales and marketing programs to target end-customers via multiple digital and offline channels.

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Toronto, CA

SKILLS

Innovation
Ideation
New Ventures
Strategic Partnerships
Sales Management
Business Strategy
Marketing Management
Team Management
Business Development

EDUCATION

Masters

[Smith School of Business, Queen's University](#)

Currently Attending

Innovation & Entrepreneurship

Masters

[Hult International Business School](#)

International Marketing