

JAGDISH MITRA

Chief Strategy, Marketing Officer

As Chief Strategy, Marketing officer of Tech Mahindra Jagdish Mitra leads the global agenda of business growth driven by strategy, powered by Digital and manifested in brand experiences.

Jagdish is also responsible for driving the new growth business at Tech Mahindra. Previously he served as CEO of CanvasM. In his 25 years of career he has played many roles spanning across sales, business development and large deals. He has opened many new markets in North America, UK, Middle East, Australia New Zealand and South East Asia apart from India.

He serves as board member of Comviva. He is an active member of CII- Future Business Council, Start Up Council, NASSCOM Sales and Marketing Council. He is also an advisor to MedTech startup incubated at Sine, IIT Bombay. He also regularly mentors startups in B2B Tech space like SKTA in Silicon Valley. He is also sought after speaker in the leadership circle in India and internationally.

He sees collaboration as the biggest virtue of a true leader and attributes his success to it. He believes AI, automation, digital can enable us to create unique human experiences of the future.

He is a sports enthusiast, loves football and plays squash. He is passionate about imparting sports training to underprivileged kids. He is founder of a Jishnu football foundation that trains and awards scholarships to high potential kids from challenged backgrounds.

He also volunteers for educating and empowering young students at Tech Mahindra Foundation.

Jagdish holds a Master's Degree in Computer Applications from Birla Institute of Technology and a Masters in Business Administration from the University of London.

Connect with @Jagdishmitra on twitter.