

LIBA ALUMNI OF THE MONTH



Shankarnarayanan Murali

My career spans over 12 years with domain focused on marketing , branding, events, employee engagement, strategic HR, internal communication & banking . I have worked with multiple brands like Standard Chartered bank as a personal financial consultant to begin my career, Polaris software as a banking consulting and then moved to marketing and branding inside Polaris to anchor product marketing for Polaris banking software. Currently I am with iGATE Global Solutions in Bangalore for over 6 years now and I am into anchoring Employee Engagement globally. Also was anchoring external client facing events, branding and creative communication handling end to end event execution in different parts of the world.

Achievements as per me are described as not the accolades you arrive at nor the destination you reach, its how fruitful the journey has been with interesting landmarks. Few such landmarks were -Getting the prestigious CEO award (for the most outstanding performer) competing among many thousand in 2 of the last 2 corporate outings is an achievement worth sharing. I run a band in Bangalore for iGATE called Rubberband and I started a concept / show in our office called “Thank God It’s Monday” where we drive the Monday morning blues away from work with a live musical performance every Monday during lunch time. We have been doing this for the last 6 years and we got ourselves recognized by the Limca Book of Records for hosting and running the longest corporate show ever. This ranks significantly high as it gave me a belief and a recognition for doing something path breaking in corporate India ever under Employee Engagement.

“All the world’s a stage” and the microphone is with Me! – A fortunate fellow who has got an opportunity to do something that he loves doing every day of his life- That describes me in a nutshell! Been a marketing, branding and events guy all my life career wise and have a strong passion for the stage. Have hosted and managed over 1500 events in different parts of the world in the last 12 years. Also am an avid teacher and speaker at different management forums and visiting faculty at few colleges teaching management, HR, marketing, leadership and lots more.