



January 2014

Alumnus of the Month

The Marketing Conclave of LIBA 'Markit', was proud to have Mr. George Lazar as one of its speakers. Mr. George Lazar is a Marketing Communication professional with over a decade of experience. He has had the opportunity of working at both ends of the table, first as a creative professional and now in client management. With experiences as varied as a copy writer, ad film maker, Hollywood block buster marketer and advertising professional, he has had the good fortune to observe the evolving communication landscape from different perspectives. He is a proud LIBA alumnus and also a master degree holder in Integrated Marketing Communication from Emerson College, Boston.

Recollecting his days at LIBA, Mr. George said that the two years in this campus had given him friendships that would last a lifetime. He said the current students should work towards building

these relationships too as these would later on form an informal network that would come in handy for career building. He opined that such networks had been playing increasing roles in influencing individuals about their job profiles or for the need to look for greener pastures.



With fond memories, Mr. George cherished the days he spent leading the organizing team of 'Chrysalis'. He mentioned how the budget that year was set optimistically for the massive event and how challenging the search for sponsors had been. He said that such experiences of college life had helped him later on in life as well. The communication skills, case study analyses, presentations

and other experiences imbibed during those two years had helped him climb up the corporate ladder.

Advising the current crop of students, he suggested that the students should focus on having a grasp upon the basic subjects and utilize this opportunity to hone their people and time management skills. He said that LIBA provided a non-threatening environment to develop our approach towards problems and working under pressure. He also advised the young budding professionals to be constantly aware of the pulse of the industry and make the most of their internship opportunities. These learnings would hold the students in good stead as they reached the threshold of the corporate world.

Another inspiring person with another inspiring story. LIBA's alumni have indeed held the college banner high!