**Bio-sketch of Abraham Koshy**

With about three decades of experience as a Professor of Marketing at IIM Ahmedabad, Dr. Abraham Koshy is one of the most reputed academicians in India in the domain of marketing, branding and strategy. Besides his contribution in teaching and research in his domains of expertise, he is a consultant, a corporate trainer and a mentor to companies. Prof. Koshy is a co-editor and co-author of four books, the most popular being the world’s best-selling book *Marketing Management – A South Asian Perspective* with the legendary Marketing *Guru,* Prof. Philip Kotler, and others. He is currently an independent Director in the Board of Directors of *Malayala Manorama*. Earlier he was a Director in The Federal Bank for about six years and subsequently, he was the non-executive Chairman of the bank for about two years. He is a member of the advisory committee for Investor Protection and Education Fund of Securities and Exchange Board of India (SEBI) and earlier member of the Advisory Committee constituted by India Handloom Brand and National Aluminium Company as well as other government agencies and industry groups. Besides India, he has conducted executive development programs for international companies in 16 countries abroad. He currently a Visiting Professor in European School of Management in Paris.