



Rohit Kumar Cherukuri

- Ex. Vice President, Global Marketing – Cloud4C | CtrlS | IBM | Deloitte
- Keynote Speaker/ Guest Faculty/ Mentor/Writer – ISB | IIT | IIM and VIT

A Trusted adviser to C-suite and Governments across the world on a broad range of Strategic issues and held numerous Leadership and Advisory roles in areas of Launching Businesses, Corporate Restructuring, Marketing - Branding, Digital Transformation, Social Media, Cloud, AI/ ML, Start-ups, Community Service and Leadership.

Rohit has a proven track record of more than 12 years in Strategic Consulting, Business Management, Marketing, and Sales. He worked as Global Vice President of Marketing for Cloud Managed Services Provider Cloud4C with 40 offices across 25 countries. Before which he worked with IBM as a Strategy Advisory consultant engaging with Fortune 500, Governments, and NGOs. He also led the Marketing Initiatives in India for Mxit, a South African headquartered mobile app company. While at Deloitte – one of the world's top consulting firms, he spearheaded the Global Marketing and Sales initiatives of Deloitte Analytics by collaborating with Partners and Directors.

He offers consultative support for Companies, Startups, Agencies, and NGOs in ideating, conceptualizing, and implementing the concepts as Service/ Product. He volunteered his experience and skills in hosting the World's largest cancer awareness initiative as Social Media Director which had over lakh participants from 115 countries setting two Guinness World Records

A Keynote Speaker/ Trainer at International and National Events, Conferences, and Seminars as a Company representative/Spokesperson (Multinationals and Indian Corporates) and at an individual capacity too. Apart from this, he is a Guest Lecturer/ Faculty on topics related to Business Strategy, Digital /Marketing Analytics, AI/ML, and Leadership at universities/B schools such as Indian School of Business (ISB), IIT-Madras, IIM-Bangalore, ICFAI, IBS, VIT, GITAM & NMIMS.

He is the Official Mentor for students at the Indian School of Business, Hyderabad, and Christ University, Bangalore on their career and entrepreneurial aspiration.

A Certified Business Analytics professional from the Indian School of Business and holds a **Master's Degree** (Gold medallist) from Karunya University-Coimbatore, where he also served as the General Secretary of the department and has a Bachelor's Degree in Commerce from St. Mary's Centenary Degree College, Hyderabad.

He is passionate about learning, sharing and empowering People/ Community around.

My Video as a speaker at an IBM Cloud Event for Clients and Business Partners

IBM Cloud Innovation Forum - https://www.youtube.com/watch?v=Oji9qswB5ck&feature=emb_title

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