

Executive-bio



Ashima Kakar, Chief Alchemist, BrandPipal, an NLB Services Company

Ashima Kakar is a global marketing leader and the Chief Alchemist of BrandPipal, an NLB Services company. In addition to her role at BrandPipal, she continues to lead the global marketing function at NLB Services, one of the fastest-growing transformational talent solutions providers. Across both organizations, she oversees a team of 75+ cross-functional marketing professionals across the U.S., India and other key global markets.

With over 20 years of experience as a seasoned marketing and branding strategist, Ashima has been instrumental in shaping the Mar-Comm function for brands such as NLB Services, Tech Mahindra, Publicis Sapien, India Brand Equity Foundation (IBEF) and Trident Limited. In the past four years, she has significantly contributed to NLB Services' strategic growth by aligning marketing initiatives closely with core business objectives.

At the helm of BrandPipal, she will lead the strategic vision of the group company to emerge as a tech-powered, holistic marketing solutions partner that spans talent, GCC and tech talent, and brand. With a career spanning nearly two decades, Ashima has been instrumental in elevating the brands she has led onto globally recognized platforms, including Forbes, Fortune, Wall Street Journal, Times Square, World Economic Forum, NFL to FIFA. She has been part of the core team of USD 1 Billion+ deal

Ashima holds a Postgraduate Degree in Management from IMT Ghaziabad. A marketer who maintains rigor on creativity and metrics, Ashima loves reading in her spare time. Over the course of her career, Ashima has also been acknowledged with Digital 40 under 40 and Impact 100. She has also served as Member of the Marketing Board for NASSCOM Future Skills Program.