



ESTD.1928



Dr. V.L. INDIRA DUTT

President

&

Members of the Executive Committee of the

ANDHRA CHAMBER OF COMMERCE

&

MADRAS MANAGEMENT ASSOCIATION

cordially invite you to a Presentation on

**Digital Strategy for Business Expansion and
Competitive Advantage**

by

Mr Amir Nair

Digital Marketing Strategist | B2B Growth Consultant

from 6.00pm to 7.00pm on Wednesday, 26 November 2025

at Dr. V.L. Dutt Hall,

(Andhra Chamber of Commerce)

“Velagapudi Ramakrishna Bldg.”,

23, Third Cross Street, West CIT Nagar, Nandanam, Chennai-600 035

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Hi-Tea & Registration - 5.30 P.M.

Profile of the Guest Speaker

Mr Amir Nair

Digital Marketing Strategist | B2B Growth Consultant

Core Expertise

B2B Digital Marketing Strategy & Execution
Marketing Automation (CRM, Email, Lead Nurturing)
Data-Driven Marketing & Analytics
Client Experience and Value Proposition Design
SEO & Content Strategy for Demand Generation
Sales Enablement & Account-Based Marketing (ABM)
Behavioural Marketing & Consumer Psychology
Design Thinking for Marketing Innovation
Leadership Coaching & Cross-Functional Team Development

Highlights

- ☐ **Led marketing transformation initiatives integrating Lean Six Sigma with digital strategies to drive efficiency and campaign performance.**
- ☐ **Designed and delivered programs on Lean Marketing, Client Experience, and Sales Leadership for leading technology and financial firms including ADP, PayPal, Siemens Energy, Bosch, Augusta, Illumine-I.**
- ☐ **Served as Global Business Transformation Head & Chief Data Officer (India) at Barclays, developing and coaching global teams in data-driven leadership and innovation.**
- ☐ **Recognized mentor for SMEs and startups under NASSCOM and Land Accelerator South Asia, advising on digital go-to-market and scaling strategies.**