

Paul Writer

Jessie Paul, Managing Director Paul Writer

Jessie Paul has over two decades of experience as a marketer. She was Global Brand Manager of Infosys, headed marketing for iGATE (now a part of CapGemini) and was Chief Marketing Officer of Wipro Technologies. She commenced her career with Ogilvy & Mather Advertising.

In 2010, Jessie Paul founded Paul Writer (www.paulwriter.com), a marketing advisory firm that works with B2B clients to design outreach campaigns that result in business impact. Paul Writer hosts a vibrant community of 30,000 senior executives covering 95% of India's top firms. Clients include Adobe, IBM, LinkedIn, Microsoft, Oracle, SAP and Sodexo.

Jessie is an independent director on the boards of SQS India BFSI Ltd, Royal Orchid Hotels and Icon Hospitality.

Jessie is frequently cited as a marketing expert in publications and is the author of No Money Marketing, published by Tata McGraw-Hill.

She holds an MBA from Indian Institute of Management, Calcutta, and a bachelor's degree in computer science and engineering from National Institute of Technology, Trichy. A self-confessed social media junkie she tweets as @jessie_paul

You can view her full public profile at https://en.wikipedia.org/wiki/Jessie_Paul