

Sohini Das

Senior marketing and communication leader with 16+ years of experience across FMCG, consumer brands and agency environments, including Coca-Cola, P&G, Nestlé, General Mills, Ogilvy and Leo Burnett. Experienced in translating consumer insights and data into omnichannel, integrated communication and experiential platforms. Excels at leading teams to design campaigns that have been both commercially successful and created aspiration for iconic brands. Strong track record of global-local collaboration, cross-functional influence, agency leadership and award-winning brand building.

WORK EXPERIENCE

MARKETING DIRECTOR | SPARKLING FLAVOURS

Oct'21 - Apr'25

The Coca-Cola Company, India & South-West Asia

Led creative strategy and integrated communication for the Sparkling Flavours portfolio across India and South-West Asia, working on some of the country's most iconic brands: Thums Up, Sprite and Fanta. Spearheaded commercially successful brand platforms and IPs, while also leading innovation launches locally and as part of global brand teams.

- Responsible for the creative vision and communication strategy of marketing campaigns for the biggest revenue-generating brands in Coca-Cola India.
- Created award-winning campaigns across TV, digital, OOH, social, retail and experiential channels, improving brand performance and equity.
- Identified cultural opportunities and consumer insights that led to unique brand IPs such as Sprite Joke in a Bottle, Thums Up Stump Cam and Thums Up Biryani Hunt.
 - Sprite JIAB led to 6% higher volume growth than the category, a 4% increase in market share, increased frequency of consumption, new category recruitment and consistent gains in awareness and equity metrics.
 - Thums Up Stump Cam led to 18% volume growth, along with increased household penetration and consideration beyond summer months.
 - Thums Up Biryani Hunt led to an uplift in purchase intent, increased frequency of consumption and stronger association with meal occasions.
- Led integrated launch strategies for key innovations including Thums Up X-Force, Fanta Apple Delite and Sprite Zero, from strategic development through market execution.
- Led the What the Fanta 4.0 Global Charter from product concept through campaign launch across 30 markets, in partnership with Fanta APAC and cross-functional global teams.
- Led the localisation of global brand thinking for India, including Sprite Thand Rakh (Stay Cool), which generated significant cultural momentum during India's 2023 Cricket World Cup campaign.
- Strategic partner to senior cross-functional stakeholders, global operating units and key agency partners.



KEY SKILLS

Brand & Communications Strategy
Brand Portfolio Strategy
Consumer & Cultural Insight
Creative Leadership
Integrated & Omnichannel Marketing
Global to Local Marketing
Business & People Leadership
Senior Stakeholder Management
Cross-functional Influence

INDEPENDENT CAREER COACH AND MENTOR

Jul'25 - Present

Independent Practice

Built an added dimension to existing corporate experience as an ICF ACC-certified coach, with PCC-level coach training, developing deeper expertise in leadership development and career transitions.

- Career strategy and leadership coach for mid-level and senior professionals from Danone, Amazon, UNICEF, Ogilvy and Nykaa, coaching on leadership effectiveness, strategic thinking, visibility, stakeholder relationships and navigating complex organisational environments.
- Combines practical experience of leading brands, teams, agencies and cross-functional stakeholders with formal coaching practice to support individual leadership development.

VICE PRESIDENT | STRATEGIC PLANNING

Jan'20 - Oct'21

FCB Ulka, Mumbai

Spearheaded brand strategy for FCB's biggest clients including Tata Motors, Reliance Smart, Nerolac and SBI Life.

- Led and mentored a large team, partnering with clients and creative teams to translate business objectives and consumer understanding into effective brand and communication strategies.
- Developed GTM solutions and brand strategy for retail chains Reliance Smart and JioMart during a period of significant transformation in Indian retail.
- Reversed Nerolac's sales slump with the Colors that Care campaign that launched antibacterial paints.
- Part of FCB's leadership team that helped in maintaining team morale, company culture and client relationships during Covid-19.

STRATEGIC PLANNING DIRECTOR

Nov'18 - Dec'19

Ogilvy, Malaysia

Strategy lead for Nestlé Milo, Malaysia's leading malt beverage brand, with responsibility for consumer strategy and integrated brand planning.

- Led consumer insights and brand strategy for the Malaysian market, including insights and campaigns on Millennial mothers, Gen Z micro-communities, sports participation and evolving consumer attitudes.
- Developed Milo's sports marketing strategy, connecting the brand's heritage in sports with evolving consumer aspiration and cultural relevance.
- Partnered with APAC PR, Digital and Media teams to develop an integrated response to Malaysia's Sugar Tax, strengthening trust and reinforcing Milo's nutrition credentials.
- Achieved new business wins for Dairy Farm, Hong Kong Tourism and SK Magic, in collaboration with regional teams across Singapore and Hong Kong.
- Published a Malaysian Gen Z micro-communities study, translating evolving behavioural insights into strategic implications for brands.

AWARDS

APAC Effie Gold

Sprite Joke in a Bottle

Effie Gold (Beverages)

Thums Up Stump Cam

Effie Gold (Influencer Marketing)

Thums Up Toofani Biryani Hunt

Effie Silver (Interactive Marketing)

Sprite Joke in a Bottle

Effie Silver (Beverages)

Thums Up Toofani Biryani Hunt

Kyoorius Blue Elephant (Digital Design, Innovative Tech, Purchase Experience)

Thums Up Stump Cam

EDUCATION

MICA, Ahmedabad

MBA, Marketing & Communications

2007–2009

Heritage Institute of Technology, Kolkata

B.Tech, Computer Science & Engineering

2003–2007

ASSOCIATE VICE PRESIDENT | BRAND STRATEGY

Nov'14 - Nov'18

Leo Burnett, Mumbai

Strategy lead for the FMCG and F&B portfolio, including global brands such as Procter & Gamble (Whisper, Tide and Ariel) and General Mills, along with Tata Sampann.

- Spearheaded communication strategy for P&G brands Whisper, Tide and Ariel, working as part of the P&G Global Planning/IMEA strategy team and with global headquarters on brand, creative and localisation briefs.
- Led Whisper Ultra Soft's India launch, along with crafting the core insight for the Sit Improper campaign. The work won major recognition within the global P&G community, earning WARC and APAC Effie shortlists.
- Conceptualised Ariel's Tough Is Easy platform.
- Published 250+ cultural fuels, covering behavioural insights across age groups, genders and product categories – work that was used as a major resource for clients and new business pitches.
- Published a value reframing study that analysed willingness among Indian women to pay for feminine hygiene products.

STRATEGIC PLANNING MANAGER

Mar'13 - Nov'14

Bates CHI, Mumbai

Led strategic planning for Mondelez Tang, Tata AIA Insurance, Schneider Electric and Dell.

- Part of the APAC strategy team for Tang.
- Achieved significant revenue growth and enhanced client satisfaction through innovative brand strategies and AOP partnership.

MARKETING LEAD

Nov'12 - Mar'13

Engrave, Mumbai

Led marketing and corporate business development for a customised souvenirs start-up, working across content, agencies, design, publications and new product development.

ASSISTANT BRAND MANAGER

Jul'09 - Jun'12

VIP Industries Limited, Mumbai

Launched multiple NPDs and creative campaigns, including establishing the company's e-commerce and social media presence.

- Launched Skybags, reimagining the portfolio and creating its first accessory range.
- Redesigned VIP's legacy hard-luggage portfolio for the modern traveller.
- Also served as Area Sales Manager with a successful sales stint in Kolkata, managing an 11-member sales team, 4 distributors, 17 exclusive showrooms and 24 dealers, delivering 123% of budgeted targets.
- Expanded the VIP network by adding 41 retailers and 5 dealers, while driving BTL activation across Bengal.