

Mr Shrijeet Mishra is a Post Graduate in Business Administration from IIM Ahmedabad in 1987. Prior to that, he graduated in Economics from Delhi University.

Shrijeet has been with Unilever for 22 years since 1987. Out of the 22 years he has 5 years of Business experience, 11 years in Marketing and 5 years of Customer Development experience. Out of his 11 years in Marketing, he has spent 3 years with Unilever in the Asia-AMET region as a Vice President and has just moved back from Singapore where he set up the Brand Building Excellence for the region across HPC and Foods. He came back to HUL July 2007 in his current role as Executive Director-Foods.

He has launched many new brands, and has helped create new categories during his stints that have done well subsequently for HUL, like Lifebuoy Gold, Body Lotions, Deodorants and Domex. He has also led many competitive battles successfully like the battle on Lifebuoy, Fair & Lovely & Ponds. He has been involved in transitioning through 3 mergers and acquisitions – TOMCO, Ponds & Lakme.

He is a member of various industry associations and has represented the industry in various Committees.