ADITI BAJAJ

San Francisco Bay Area, aditibajaj5@gmail.com

SUMMARY

Marketing leader and university lecturer with expertise in new product marketing, digital marketing and consumer insights. Blend of academic rigor and industry experience spanning startups, agencies, and Fortune 500 clients.

WORK EXPERIENCE

Santa Clara University, Santa Clara. *Lecturer.* June 2019-Current

- Teach Data-Driven, Digital and New Product Marketing.
- Conduct marketing workshops for startups in the Bronco Venture Accelerator.

Tazzho, Mumbai. *Co-founder and Chief Marketing Officer*. June 2020-June 2022

- Co-founded an online food discovery marketplace connecting home chefs with customers.
- Designed and executed the go-to-market strategy by defining the target segment, value proposition, acquisition channels, and pricing and positioning.

Greenberg Strategy, Emeryville. *Senior Director, Marketing Science.* June 2016 – June 2017

- Led a team of analysts and executed quantitative research projects on advertising, product design, pricing, and customer segmentation decisions.

Landor Associates, San Francisco. *Insights Manager.* 2007 – 2010

- Specialized in using the Brand Asset Valuator (BAV) to assess brand health for clients across consumer packaged goods, food and beverage, financial services and tech sectors.

Marsh Inc., Des Moines. *Graduate Intern.* Summer 2006
Stanford University. *Quantitative Research Assistant.* 2009 – 2010

PUBLISHED RESEARCH

Bajaj, A., & Bond, S. D. (2018). Beyond beauty: Design symmetry and brand personality. *Journal of Consumer Psychology, 28*(2), 252–274.

EDUCATION

Georgia Institute of Technology, Atlanta. *Ph.D. in Marketing.* 2011 – 2016
Northwestern University, Chicago. *M.S. in Integrated Marketing Communications.* 2004 – 2006
St. Xavier's College, Mumbai. *Diploma in Advertising and Marketing.* 2001 – 2002
M.L.S University, Udaipur. *Bachelor in Business Management.* 1998 – 2001