

Detailed Bio & Experience:

More on Nima than you ever wanted to know...

Nima has been drawn to people and brands from an early age. As a pre-teen she tried to figure out who we are, why we behave the way we do or are perceived in a certain way and **how it can all be better**. The journey since then has been to find the answers to these questions.

After a tryst with Chemistry that set her math & science fundamentals right, she spent close to two decades perfecting techniques in qualitative & quantitative research, advertising, PR, brand building, workshopping and writing. Her professional experience spans various consumer and business categories, emerging and blue-chip clients and twelve international markets including US and India.

As a professional researcher, sociologist and extrovert – she wandered into the villages and cities of India to answer questions for companies like ***Hindustan Unilever Limited*** and ***Henkel***.

Research & Ideation Workshops

She spearheaded “blue sky” research for companies like Yahoo!, O&M And Martini Media in the US. These studies involved hypotheses generation, building communication models and taking these findings to market. While at Added Value, she studied the correlation between people and brands and how we can be our best in a constantly evolving social media space. These skills and a brand identity workshop helped CHAP Care, a Community Hospital in Los Angeles find its footing in an increasingly complex healthcare world.

Clients & Experience:

Acura ★ AT&T ★ Azzuri Bay ★ BBDO ★ CHAPCare ★ Crocs ★ Discovery Channel ★ Dole Salads ★ eBay ★ Ford (Lincoln) ★ H-E-B (Retail) ★ Henkel ★ Hewlett Packard ★ Hindustan Unilever Limited ★ Honda ★ Kellogg's ★ Kyocera ★ LA Cable ★ Lexus ★ Machani Ananda ★ Mitsubishi ★ Nissan ★ O&M ★ Pond's ★ Southwest Airlines ★ Sterling Brands ★ St. Joseph Hospital ★ Toyota ★ Yahoo! ★ Yakult ★

Career Training & Awards

Exposure to UK-based training techniques in Los Angeles got her fired up about training and personal evolution through games and drama. She's been actively involved in training and talent development since then by helping people manage their personal brand and companies manage their human capital. She's managed people needs very well with revenue and profitability growth – a must for any business. She has worked as a trusted advisor alongside many clients and has received *the WPPed Cream 2010 Award for Consumer Insight* and is also a five-time award winner of *Added Value's Shine Award for "Best Client Relationship Development."*

Writing

A passion for people often correlates with a zest for expression. Her love for writing grew into a full-blown, affair after her M.S. in Communications from Syracuse University, NY and a decade in Los Angeles – the land of both employed and out-of-work writers. She's been published in AdAge, ARF, Quirks, Yahoo!, Memeburn, Marketing to Women, BlogHer, Worldnews, MomImpact and written whitepapers and POVs on research & marketing. In addition to business writing she's also proficient in comedy, copy and sketch writing.

Birthing Berylitics was a natural transition for Nima Srinivasan from her position as Senior Vice President at Added Value, Los Angeles (a Global Brand Development and Marketing Insight Consultancy.) When people and ideas are a passion, there are few places better than India to see that through to fruition, especially as we compete in a global stage. In a serious business of fun and games it's also critical to make the world a better place - something she tried to accomplish as a pro-bono branding expert with the Taproot Foundation.

Ask around about her and you'll likely hear that she's accomplished, passionate, smart, fun and just the right amount of crazy to take people seriously and try and make a difference.