

Profile

Ashwani Singla

**CEO, Genesis Burson-Marsteller &
Member Asia Pacific Board, Burson-Marsteller**



As the chief executive of Genesis Burson-Marsteller, Ashwani's core responsibility is to shape the business and the service strategy of the firm. Under his tutelage, Genesis B-M has grown into India's most trusted public relations consultancy setting standards of excellence, benchmarking and cutting edge management practices. After seeing to the successful transformation of genesis to its new Avatar Genesis Burson-Marsteller, Ashwani was invited to serve on the Asia Pacific Board of Burson-Marsteller.

He has close to two decades of experience of which he has spent over a decade working with clients in developing their public relations programmes. His work has seen him consult across a range of diverse sectors, from IT, Telecom, FMCG, Fashion & Lifestyle, Media & Entertainment, Automobiles, Power & Gas, and Financial Services amongst others. He has counselled multinationals corporations, domestic enterprises and the emerging Indian Multinational enterprises.

Ashwani is a firm believer in public relations programmes that make a difference to the business of his clients; he has initiated and led many of the best practices prevalent in the Indian industry public relations today. He often dons the professorial hat in teaching courses and conducting training programmes in public relations across the country.

He is an India Chapter board member of the International Association of Business Communicators (IABC) and also plays an active role in the Public Relations Consultants Association of India (PRCAI) and the International Communications Consultancy Organization (ICCO).

He is an honours graduate in Economics and holds a postgraduate qualification in International Business & a diploma in Hotel Management; Ashwani started his career with the hospitality division of ITC Ltd.

He is married to Sheila who runs a practice in Human Performance Improvement. They have a generous and a sensitive son Aditya, who is madly in love with horses, puppies and dinosaurs!